FORMERLY THE SPICE MILL

# COFFEESTEA

74th YEAR

NOVEMBER 1951

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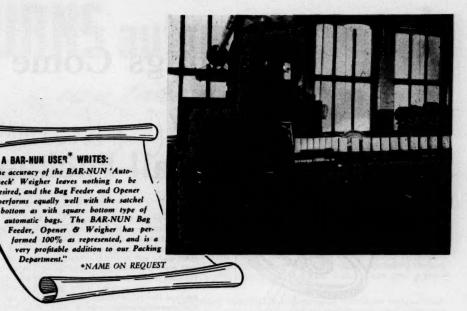
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Member of Pan American Coffee Bureau 120 WALL STREET • NEW YORK 5, N. Y.



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NOVEMBER, 195



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NOVEMBER, 1951

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Coff e & Ten industries and The Flavor Field, published monthly by The Spice Mill Publishing Co., 166 Water St., New York 5, N. Y. Subscriptions 33.00 a year, 50 cents per copy, November, 1951. Vol. 74, No. 11. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

"The berries,"
said the customer,
"—and you can
say that again!"



THE Red & White Corporation's "Whole Berry" bag was born almost ten years ago. Union's Art Department designed the package, using a strong "bull's eye" design. And this

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#### UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds. TYPE OF BAG:

Automatic

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CLOSURÉ Tie ties

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White S. C.

Unembossed

BNER LINER: 30#

Amber Glessine



DESIGN: Highly visible modernization of old package design. Note blank space at bottom of bag for date imprint w h e n coffee is ground to

UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION

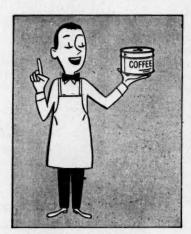




It's not enough just to show a woman a new pair of shoes . . .



2. . . . you've got to show her what a lift they give her appearance!



It's not enough just to tell women your coffee is "vacuum packed"...



4. . . . you've got to tell them what vacuum packing means to them!

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For flavor is your coffee's most precious quality. Protect your coffee's flavor from enemy air by packing it under vacuum, in cans by Canco! (They're still the finest vacuum cans on the market, even under government emergency restrictions.)

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Look how much easier life is since we can use convenient frozen juices, prepared cake mixes, neatly packaged frozen vegetables and foods, and the consumer proven Cup Brew Coffee Bags. Now coffee lovers can have the same convenience and make real naturally flavored coffee the "Cup Brew Way"—the same way professional "cupped" coffee is made—instead of bothering with coffee pots and messy coffee grounds.



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Cup Brew Coffee Bags are in demand in every market! Give your customers what they really want—your choice coffee packed in your plant in patented non-woven cellulose Cup Brew Coffee Bags.

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## CONTINENTAL © CAN COMPANY

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The booklets listed below contain specialized, detailed information on various sub-jects. This literature is yours for the asking. Merely fill out the coupon and mail.

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A bulletin describing the Gump Conveyor and Timing Unit for cartons, can or jars has been released. This equipment, syn-chronized with an automatic net weigher, chronized with an automatic net weigner, makes filling containers and conveying them to the closing station completely automatic. It has special appeal to the small packager, or one with a small specialty line. B. F. Gump Co., 1325 S. Cicero Ave., Chicago

#### 2-BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags.

Data is included on sewing heads, columns, tables, conveyors and accessories. A packer, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill. 74th Year

#### 3-MODERN FILLING MACHINES

This illustrated, four-page folder de-scribes various kinds of filling machines developed for today's packaging require-ments. Among the machines are universal fillers, automatic augar feeds, automatic deplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

#### 4-COFFEE, COCOA AND PEANUT

#### MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermalo" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

#### -COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

#### 6-COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

#### SPICE MILL PUBLISHING CO. 106 Water St., New York 5, N. Y.

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NOVEMBER, 1951

Formerly THE SPICE MILL

## FFEE & TEA INDUSTRIES and The Flavor Field

Vol. 74, No. 11

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November 1951

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turns up stimulating data

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T. M. Reg

Pioneer Publication in Coffee, Tea, Spice, Flavor

Does price make coffee users change brands? How about quality? Or advertising? Some clues, at least, are in Good Housekeeping's report on coffee. Solubles, other subjects also covered.



## Why do coffee

Why do consumers switch coffee brands? Just about every roaster in the land would like to know the answer to that one. Some hints, at least, are given in the 1951 report on coffee of the Good Housekeeping Consumer Panel.

The report is based on 1,689 replies to questionnaires sent to 2,500 panel members, distributed in exact proportion to Good Housekeeping's total U. S. circulation by states and city size groups. Panel members—there are 10,000 in all—are subscribers who have accepted Good Housekeeping's invitation to act as voluntary consultants to the editors.

The magazine's survey was both varied and detailed. Questions ranged from brand loyalty to brewing methods, from coffee drinking by age and sex to the number of cups obtained from a jar of instant coffee.

The answers, we suspect, represent not so much typical American families as slightly better heeled households. Automatic electric coffee makers, for example, are owned by a substantial slice of Good Housekeeping panel members—a larger proportion, we're sure, than would be true of American families generally.

Price, the report indicates, is a rather important reason for coffee brand switching by consumers—but less so, perhaps, than you might have surmised.

Of the respondents who serve coffee, 77 per cent had been using their present brand of coffee for more than one year—certainly more stable a situation than some cries of alarm in the industry might have led us to believe. Another 7 per cent had been using the same brand from six months to one year; 8 per cent had kept with the same brand for three to six months, and 6 per cent had used the same one for less than three months.

What prompted these consumers to try the brand in the first place? Price, 18 per cent of the respondents said. Another 13 per cent indicated the brand was recommended to them, 12 per cent gave taste, flavor, quality or blend as

the reason, and 11 per cent—believe it or not—credited advertising.

Here's how the other reasons break down: habit, family tradition, 9 per cent; was served it, 6 per cent; tried several, 6 per cent; like it, 4 per cent; reputation, 3 per cent; convenience, 3 per cent; all others, 10 per cent; no answer, 12 per cent.

Try some simple but pregnant arithemetic with these proportions. Pick out the reasons which, in one way or another, spring from quality, such as "recommended," "taste, flavor, quality, blend," "tried several," etc. Now add them up. Quality comes through as rather decisive factor, doesn't it?

These reasons, you may say, apply to brand-switching done a year or more ago. After all, 77 per cent of the respondents had been using their present brand for more than a year. How about more recent brand switching?

The questionnaire turned up some data on this aspect, too. It asked panel members if they had changed brands within the past six months, and if they had, why.

In this more recent brand switching, emphasis shifts somewhat. Price is given as the reason by 30 per cent of these consultants. Another 22 per cent said they didn't like the flavor, quality or blend of the old brand; 8 per cent tried several brands looking for a satisfactory one; 8 per cent tired of the old brand; 5 per cent changed stores; 4 per cent put it as liking the new brand, disliking the old; 3 per cent credited advertising for the change; 2 per cent gave convenience as the reason; 13 per cent gave other reasons; and 7 per cent of these brand-switchers didn't explain.

The survey also asked some pertinent questions on coffee consumption. To the query, "Are you using as much coffee today as you did six months ago?," panel members who serve coffee gave these replies: same amount, 74 per cent; less, 16 per cent; more, 8 per cent; no answer, 2 per cent.

In other words, more people were using less coffee than there were people using more coffee, compared to six months before.

Why were the 8 per cent using more coffee? The explantations are only slightly helpful. Of these panel members, 63 per cent said they used more coffee because they drank more coffee. Well, now!

More pointed is the reason given by another 19 per

cent: entertaining more.

Somewhat enlightening were the reasons offered by the 16 per cent of the consultants who reported using less coffee. The high price of coffee was given by 35 per cent of these panel members as the reason for their coffee consumption shrinkage. Another 34 per cent said merely that they were drinking less coffee. We wonder how many fathers of brides hover behind the 9 per cent who explained that they use less coffee because their families are smaller. A disturbing 6 per cent switched to other beverages.

Of course, any coffee man looking at these answers wonders about another reason for smaller coffee usage. Overlapping also turned up for the four, five, seven and eight ounce cups. Here are the breakdowns:

Of those who said they used small cups, 4 per cent had cups holding less than four ounces; 18 per cent, four ounces; 28 per cent, five ounces; 34 per cent, six ounces; 5 per cent, seven ounces; and a Paul Bunyanish 8 per cent in this "small" category had cups holding eight ounces! What, we wonder, would this last segment consider a large cup?

In the medium cup group, 4 per cent had four ounce cups; 14 per cent, five ounce; 45 per cent, six ounce; 8 per cent, seven ounce; 12 per cent, eight ounce; 1 per cent, ten ounce; and, here too, an amazing 2 per cent considered an 11 ounce cup, or larger, medium in size!

The "large" group, on the other hand, included 1 per cent which looked upon a four-ounce cup as neither medium nor small; another 1 per cent used four-ounce cups; 11 per cent, six ounce; 12 per cent, seven ounces; 7 per cent, eight ounces; 5 per cent, nine ounces; 7 per cent, ten ounces; and 8 per cent, 11 ounces or larger.

Although the coffee industry carried through an exten-

#### consumers switch brands?

How much of the shrinkage is accounted for by "stretching?"

The survey comes up with no parallel data showing what was happening to brewing practices over the same six months period. There are questions on brewing, but the answers show only methods used at the time the survey was made, rather than changes. Nevertheless, the questions—and the answers—are intriguing.

Take, for example, this query: "How many cups or servings do you get out of a pound of ground coffee?" The range was astonishingly wide, from the less-than-20-cups noted by a rugged 1 per cent to the more-than-79-

cups reported by a straining 4 per cent.

The average, you may or may not be surprised to learn, was 51 cups to the pound. From 20 to 29 cups were achieved by 2 per cent; 30 to 39 by 7 per cent; 40 to 49 by 12 per cent; 50 to 59 by 10 per cent; 60 to 69 by 7 per cent; and 70 to 79 by 3 per cent.

You may point out, with justification, that cups-to-thepound doesn't mean much unless you know the size of the cups. What one family calls a cup of coffee another

family will sneer at.

Good Housekeeping checked. Five per cent of the respondents said they used small cups, 79 per cent used medium sized cups, 14 per cent used large ones and 5 per cent didn't answer.

But how small is small? Panel members were asked to measure cup size by ounces. The answers clarify the cupsto-the-pound data in the survey. They also emphasize that a consumer's impression of whether a cup is small, medium or large doesn't mean much.

Thirty-four per cent of the respondents who said they used small cups discovered their cups held six ounces. Yet cups holding the same amount were considered medium in size by almost half the panel members in that category and by a sizeable portion of the people who said they used large cups!

sive campaign years ago to banish such notions as the one that adding salt to coffee improves the beverage, these ideas linger, the survey indicates, and with surprising strength.

One out of every five respondents who serve coffee sometimes add such extras to the brew, and of those who

do, about four-fifths add salt!

The youth market for coffee may be larger, right now, than some industry members think, according to survey figures. In the families of the respondents, 27 per cent of the youngsters from 15 to 19 years old drank coffee daily and another 30 per cent drank it occasionally. These young people had their coffee at breakfast, mostly. About 42 per cent of them took one cup daily, and an additional 20 per cent consumed two cups a day.

Inroads into consumption of ground coffee, as compared to solubles and other types, are covered in considerable

detail by the survey report.

Instant coffee was purchased regularly by 13 per cent of the respondents who serve coffee, and an additional 23 per cent bought it occasionally. Frozen coffee concentrate was purchased regularly by 1 per cent, occasionally by 3 per cent. Decaffeinated coffee was on the regular shopping list of 2 per cent, and was picked up occasionally by 3 per cent. On cereal beverages, the score was 1 per cent for regular purchases, 3 per cent for occasional.

These proportions compare with 88 per cent of the respondents who buy ground coffee regularly and the 27 per cent who buy it occasionally, either in vacuum cans or in paper bags. (If these proportions add up to more than 100 per cent, it is because some of the respondents buy

more than one type of coffee.)

Coffee in cans was purchased by 70 per cent of the respondents, and coffee in paper bags by 45 per cent. All but 1 per cent of the paper bag coffee was ground in the store, the remaining fraction in the home.

(Continued on page 42)



14 COFFEE & TEA INDUSTRIES and The Flavor Field

## SHIPPING CONTAINERS

# FAMOUS PRODUCTS GOING TO MARKET IN MULTICOLOR GAIR FOLDING CARTONS

Gair Corrugated Containers are so scientifically constructed that they offer the utmost PROTECTION against the many hazards of shipping ... truly amazing how they withstand tremendous knocking about and rough usage . . . always dependable PROTECTION for cartons and contents.



Gair Containers and Gair Cartons both possess powerful advertising and selling features . . . a great stimulus to impulse buying which is a potent factor in today's SELF-SERVICE selling.

Reach a new sales peak this year... move ahead of competition... increase the prestige of your product with the SELL-ON-SIGHT magic of Gair Folding Cartons. Enjoy the shipping PROTECTION of Gair Corrugated Containers.



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CARTONS . SHIPPING CONTAINER

NOVEMBER, 1951



Tripled, doubled and redoubled factory production of Steepolator one-cup Coffee Bags has finally caught up with ever-increasing repeat orders of our present customers. Now the sales magic of these coffee bags — proven by two years' marketing experience — is available to additional roasters.

Now you, too, can bring more customers to your brand! . . . send your sales soaring! . . . make a much greater profit per pound! Just make your coffee available in Steepolator Coffee Bags to your customers.

If you are interested in Steepolator Coffee Bags for your private label in less than 1,000 case lots, we will be glad to refer you to large roasters and packers now supplying more than 200 private Steepolator brands to grocery jobbers, supermarkets and chains.



Quick, convenient Steepolator Coffee Bags — used just like tea bags — are the original coffee bags containing 100% pure ground coffee (no concentrates, no solubles). They are the only one-cup bag containing a sufficient amount of coffee (i.e., 154 grains to the bag, 45 bags to the pound) to make a rich, full-bodied cup with real pot-brewed flavor and aroma. No wasteful measuring! No loose, messy grounds! No multiple-piece pots to wash! Each cup steeped to individual taste! And coffee brewed the Steepolator way costs the average consumer no more per cup than coffee made in conventional coffee pots.



#### TEST IT YOURSELF --GENEROUS FREE SAMPLE OFFER!

Prove to yourself that coffee in Steepolator Bags is the new, smart way to make coffee steeped to individual taste. Send us six pounds of your brand, vacuum packed, in whole roasted bean form. We will grind it and return it to you free of charge in a sample 12-jar case of Steepolator Coffee Bags, 20 bags to a jar.

Steepolator Coffee Bags are packed with your coffee under your brand.

171 O D STREET . BOSTON 14 MASSACHUSETTS

## Coffee under price controls

By MARK L. McMAHON, Head

Head Imported Foods Section Grocery Products Branch Food and Restaurant Division Office of Price Stabilization

Commencing with this present fourth quarter and continuing through 1952 and 1953, your government will be spending staggering sums of money at an accelerated rate in

the defense program. The economists assure us that the inflationary pressures in the period which we are immediately entering will be very great and that, despite our tremendous productive capacity, we can hope to survive without irreparable impairment to our economy only if each of us supports the government control program wholeheartedly. The necessity is very real.



Mark L. McMahon

Offhand I can think of only two wholly foreign-produced food items on which OPS placed individual price ceilings—coffee and cocoa. Sugar is both foreign and domestically produced. However, coffee and cocoa are such large and important food commodities that it was deemed necessary to make them subject to specific, spelled out dollar-and-cents ceiling prices at the import level.

Coffee is an American institution vitally important in our way of life since it is widely used in generous quantities in all walks of life. At the retail level, roasted coffee is estimuted presently at approximately two billion dollars annually, and the U. S. consumes two-thirds of the world's coffee production.

Pricing formulae for other imported items are found in CPR 31, known as the Import Order. The first price regulation of OPS which affected coffee was the General Ceiling Price Regulation of January 26th, 1951. It had the effect of freezing all commodities at the highest price at which they were sold and delivered between the period December 19th, 1950 to January 25th, 1951.

The "Statement of Considerations" embodied in this regulation, which is known as "GCPR," anticipated the necessity of later amendments, as it was known that the provisions of the order would create hardships in some instances.

In order that the Coffee Exchange might continue to function and fulfill contracts and that the industry might legally honor existing contracts, it was necessary for OPS immediately to clarify the price structure of the hundreds of different growths, grades and qualities of green coffee entering into our country each year. The first food order issued by OPS covered this situation. Supplementary Regulation 3 to GCPR spelled out in dollar and cents the ceiling prices of the two dominant growths and grades of green coffee and permitted trading in all other growths and grades at customary price differentials.

I recommend that each of you obtain a copy of this price order, which is so important to the industry and which is your bible with regard to the highest price at which you can buy or sell green coffee.

A Coffee Industry Advisory Committee was nominated in accordance with law, representing all segments and geographical locations of the industry, and the members were appointed by the Director of Price Stabilization. The necessity of calling a meeting of the Industry Advisory Committee to establish dollar-and-cents ceiling prices on the various other growths, grades and qualities of green coffee was obviated by the general decline in the price of all green coffee, and this work still remains to be performed. In the meantime (since the green prices of the two largest growths were specific on February 12th, 1951) practically all green coffees have been freely available for trading at prices measurably below what their ceiling prices would be.

Ceiling Price Regulations 14, 15 and 16 include the markup pricing formula for roasted coffee at the wholesale and retail levels and are not for consideration at this time, especially since no phoblems regarding them are known to exist. CPR 61 furnishes the pricing formula for coffee exports.

Now we come to Ceiling Price Regulation 22, known as the Manufacturers' Order, under which the coffee roasters

No other man in this country is as qualified to discuss coffee under OPS regulations as is Mark L. McMahon. He is, to begin with, head of the Imported Foods Section of the Office of Price Stabilization. It's his job to administer the regulations covering imported foods—coffee, tea, spices, cocoa, etc. He is also, by business experience, a coffee man, active in the green coffee end in New York City until he was tapped last January to go to Washington.

This article is from a talk by Mr. McMahon to the 41st annual convention of the National Coffee Association, for which industry members were gathering at Coronado, California, as the rest of this issue went to press. Full reports on the convention will appear in the next issue.—Ed.

operate and which has been the cause of considerable correspondence between OPS and the industry is processing members

At the outset, I want to remind you that CPR is a general manufacturers' regulation and is not a tailored order for the roasted coffee business. It can be readily understood that it would possibly require years for OPS to write up a satisfactory and workable tailored order for every industry in the U. S. There are over 700,000 manufacturers in the U. S.

However, the provisions of CPR 22, when understood, are believed to cover adequately the control requirements of the coffee industry. The order has been amended many times, as anticipated, and relief from the price squeeze, caused by roasted coffee prices lagging behind advancing green coffee

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## Coffee in Hawaii

By MARK M. HALL, San Francisco Representative Coffee & Tea Industries

Add the information in this article to the details in "Hawaii's Coffee Industry" on Page 99 of the October, 1951, issue of Coffee & Tea Industries and you have a helpfully broad picture of the past and present of Kona coffee.—Ed.

The earliest date recorded for the introduction of coffee into the Hawaiian Islands is placed at 1817, when it was achieved by a Spaniard, Don Francisco de Baula Marin. He was also instrumental in introducing pineapples, oranges and various other fruits.

Serious planting of coffee was not made until 1825, when John Wilkinson, a practical gardener, brought coffee plants from Rio de Janeiro and planted them in Mona Valley, on the Island of Ohm. Plantings were eventually made on other islands, generally planted in small valleys or ravines where the trees were left to care for themselves.

Plantings in the Kona district were made by the Reverend James Goodrich, and they progressed satisfactorly. Later a Samuel Ruggles initiated a real Kona effort with plantings at Naole, near Kealakekua, demonstrating that coffee cultivation was adapted to that part of Hawaii. Later coffee was planted in Kauai and in the Kilaues tract. Subsequent plantings relied on the parent stock from Kona and Manoa.

It was not easy sailing for the coffee industry in Hawaii. There were floods in 1847, the California Gold rush in 1849, a drought in 1851, then a blight and a subsequent decline in cultivation — and in 1856 the industry was virtually abandoned.

However, high prices brought a revival of interest. A tariff duty of three cents helped, and various means were taken to bring the industry back to life. Roads were constructed into the coffee districts, stimulating interest on the part of the growers.

Proven territory for the growth of coffee finally developed in the Kona district. Plantings increased, old patches were improved and expanded.

The planting of coffee in the Kona district on a large, commercial scale was begun by W. W. Gruner, a civil engineer in charge of the road building program. He secured tracts of land, planted coffee systematically, made trips to various coffee producing countries to study methods of cultivation and was a powerhouse in the development of the industry.

Growers originally undertook to work their holdings along plantation lines, employing large numbers of Oriental workers. After about ten years, it was found that better results could be obtained by splitting the holdings into tracts of from five to ten acres and leasing them to field hands, thus making them permanent residents and an asset to the district.

The earliest Kona district coffee workers were Chinese and Hawaiians, later a few Portuguese. After the employment of Japanese on the road building, they speedily became interested in the cultivation of coffee and by 1910 had supplanted the other groups in this work. Now the entire acreage is dotted with the homes of these small landholders. Their industry, tenacity and perseverance in the face of adverse conditions have won them success as coffee farmers.

There are about 1,200 such farmers in the Kona district, each having an average of about five acres. About 6,250 acres are under cultivation. Crops are financed by the mills and stores, advances being made in merchandise, fertilizer and cash.

In 1845, about 248 pounds of coffee were exported from the Hawaiian Islands. In the season 1945-46, 6,288,617, pounds were exported; in the 1948-49 season, 4,261,214 pounds were shipped out.

The 1951-52 crop promises well, and a crop of about 6,-000,000 pounds is expected. With present prices, the producers are enjoying prosperity.

ducers are enjoying prosperity.

About half of the Kona crop is handled by the Capt. Cook
Coffee Co. and the America Factors, Ltd. The balance is



D. M. Fraser, manager of the Captain Cook Coffee Co., Hawaii, a leading coffee interest there.



Ed Howatt, of the C. G. Cambron Co., San Francisco, importers of Kona coffee from Hamaii

handled by eight to ten smaller mills turning out from 3,000 to 4,000 bags each season.

The Captain Cook Coffee Co. was started by Robert Robson Hind (1832-1901) who was born in Newcastle, England and want to Hawaii in the early 1860's. He saw the possibilities of coffee and in the early 1880's acquired land in Kona for the cultivation of coffee. About 1905, his son, John Hind, acquired additional land. A large pineapple cannery building was purchased from Mr. Gruner and converted into a coffee mill. About that time the name, Captain Cook Coffee Co., was adopted. The parent company is Robert Hind, Ltd., and the president of the company today is R. Leighton Hind, a descendant of the founder.

The Captain Cook Co. differs from other coffee mills in the district in that it processes most of its coffee from the cherry stage, as it is picked from the trees, while other local millers buy their coffee from the independent farmers, who have already processed the coffee to the parchment stage. This operation is said to give the company the advantage of being able to supervise all phases of the work, such as pulping, washing and drying, the latter phase of the process being most important.

Of particular interest to San Franciscans is the fact that a brother of Leighton Hind, along with former Mayor Rolph of San Francisco, formed Hind-Rolph and Co., which acted

(Continued on page 33)

#### Crops and countries

coffee news from producing areas

#### Brazil won't allow "useless" competition between its ports, Ministry of Finance declares

Brazil will continue to follow a policy of not permitting "useless" competition between Brazilian ports, the Ministry of Finance declared last month, according to a report by Octavio Veiga, Santos correspondent of Coffee & Tea Industries, formerly The Spice Mill.

This is the statement issued by the Ministry:

"The Minister of Finance was approached recently by people interested in the exportation of coffee through the ports of Rio and Paranagua, wishing to increase the monthly quotas established in the Shipping Regulations for the 1951-52 crop, issued by the Minister of Finance in accordance with suggestions from representatives of producing-state governments and from farming and commercial coffee associations.

'These people wished to have the export quotas increased, as it was impossible to comply with all orders resulting from treaties and agreements with other countries. After studying the matter, the Minister of Finance decided, through the Division of Coffee Economy, and in accordance with Art. 11 of the above mentioned Shipping Regulations, to transfer to the Port of Paranagua the present balance of the quota for Parana coffee to be exported through the port of Santos, i.e., 200,000 bags, to be distributed equally between the months of October and November. He has also decided to allow quotas for the ports of Victoria and Rio, totalling 495,000 bags to reach, during the months of October, November and December this year, 595,000 bags. In this way exporters could comply with orders resulting from commercial treaties.

"These orders have proved to be much bigger than was estimated at the first meeting of the state and association representatives, who made up the Shipping Regulations

for those ports.

"The above measures were taken to meet new situations created, but will not interfere with the policy, up to now followed by our government, of not allowing a useless competition between Brazilian ports to take place, as this would harm the economic interests of the country."

#### Rio price differentials announced

The following official Rio coffee price differentials have been introduced:

1. The basis continues to be type No. 7.

2. Type No. 8 will continue to command a discount of one cruzeiro per ten kilos below the price of No. 7.

3. Between type No. 7 and all other better grades, the new premium above the price of No. 7 is four cruzeiros for each type. Type No. 5, for example, commands a



#### SPOT AND SHIPMENT

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premium of eight cruzeiros above No. 7. Heretofore, the premium differential was 60 centavos per ten kilos for each successive type.

#### Colombia to unify U. S. dellar buying rate

As a further step to simplify her foreign exchange regulations, Colombia has proposed to the International Monetary Fund a plan to unify buying rates for United States dollars.

The plan would eventually eliminate the special rate which now applies to dollars earned as a result of coffee exports.

Colombian exchange rates were revised following approval granted by the International Monetary Fund Trade. Reports said that the coffee shippers who were getting an average rate of 2.07 pesos to the dollar now receive 2.17.

The Federation of Coffee Growers acted, however, to maintain the coffee price by increasing the buying rate for coffee. Thus the net effect, as far as coffee is concerned, is a no appreciable difference.

The Colombian coffee buying rate of 2.17 will be devalued every month by .00825 pesos to the dollar until the rate is completely unified with the buying rate of 2.50.

#### Bigger 1951-52 crop from Dominican Republic

Total coffee production in the Dominican Republic is tentatively forecast at 400,000 bags for the 1951-52 crop year, according to H. R. Zerbel, American embassy, Ciudad, Truiillo.

This compares with a total output of about 330,000 bags in 1950-51, 351,000 bags in 1949-50, and a prewar (1935-36 to 1939-40) annual average of 347,000 bags.

Domestic consumption is estimated currently at about 100,000 bags annually, so the 1951-52 crop should provide around 300,000 bags of coffee for expert to foreign markets.

Some effort is being made to export more coffee to Europe, but the bulk of the 1951-52 coffee shipments will go to the United States.

The outlook for the Dominican Republic's coffee industry is very good. Production should total between 375,000 and 500,000 bags annually during the next five years, with about three-fourths of the total output being exported as green or roasted coffee.

The coffee industry has an adequate labor supply, the number of coffee trees is at a record high level, and official encouragement and aid is being given to coffee growers.

#### Mexico will hit record output in 1951-52

A record output of 1,210,000 bags of coffee has been forecast for Mexico in 1951-52, according to S. E. Bakewell, American embassy, Mexico. This is ten per cent higher than the total production of 1,100,000 bags in 1950-51, and considerably above the output of 1,000,000 bags in 1949-50.

Since domestic consumption has declined to about 200,000 bags annually, the 1951-52 harvest should provide around 1,000,000 bags for export.

A heavy flowering, excellent weather, better planation management, and the coming into bearing of trees planted in 1948 are among the most important factors contributing to the bumper crop expected in 1951-52.

A favorable market, suitable available land, and government encouragement continue to stimulate expansion of the Mexican coffee industry.



#### Every Roast Identical

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. . DAY AFTER DAY

#### no sampling by eye for color . . .

No more under-roasted or over-roasted coffee! The TEMPO-VANE ROASTING CONTROLLER keeps each roast exactly the same—and does it automatically. Its operation is simple and positive—assures identical roasts regardless of weather, humidity, or amount of moisture in the beans.



Leading coffee companies throughout the nation find the TEMPO-VANE ROASTING CON-TROLLER soon pays for itself in keeping production at peak levels, and in maintaining top quality and shrinkage control day after day. For full details, write or phone:

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MILL ENGINEERING & MACHINERY CO.
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#### Says almost anyone can roast coffee accurately with automatic instrument

Until recently a man had to spend years acquiring sufficient experience to qualify as a skilled coffee roaster—and even the most experienced and careful men sometimes made mistakes. Batches would come out overroasted or under-roasted.

Today, however, almost anyone can roast coffee to an incredibly accurate degree after fifteen minutes' instruction in the operation of the Tempo-Vane Automatic Coffee Roasting Instrument, it was stated last month by Louis Ozor, vice president of the Tempo-Vane Manufacturing Co., Oakland, Calif.

With this instrument on a batch coffee roaster, all that needs to be done is load the machine, press a button, and when the green light goes out, empty the roast into the cooler, Mr. Ozor said.

The instrument is a result of long research and experiment on the part of Mr. Ozor and R. Calvert Moore, president of the Foxboro Co., Foxboro, Mass. It makes use of well-known thermostatic principles, and its operation is based entirely on the actual temperature of the coffee bean, it was explained. It compensates automatically for any variations in humidity and for any degree of moisture in the bean.

The first Tempo-Vane Instrument to be used commercially was installed in the plant of the Dale Coffee Co.,



Louis Ozor beside a Tempo-Vane Automatic Coffee Roasting Instrument on a Thermelo roaster in a J. A. Folger & Co. plant. This is one of 30 Tempo-Vane instruments used by Folger, Mr. Ozor reports.

Fresno, Calif., about three years ago. Wade Dale, president of that company, recognized the value of the unit immediately and has always highly recommended it to other members of the industry, Mr. Ozor declared.

How do other roasters feel about the instrument? Mr. Ozor offers these as typical comments: .

"We have found the instruments to be very satisfac-

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tory," said William M. Painter, of J. A. Folger & Co.,
"They eliminate the guesswork in coffee roasting. Once
we have adjusted the heat indicator to the correct temperature level for a perfect roast, we have been unable to
detect any variation in the color or flavor of each roast."

Ross Grange, of I. O. A. Foods, declared, "We are very much pleased with the results obtained from this instrument, as we are securing accurately and uniformly roasted batches. Our confidence in this instrument is shown by the fact that we are installing a second one on our other roaster."

"The Tempo-Vane Coffee Roasting Instrument is doing a wonderful job and we are very pleased with it," reported D. R. Stewart of the Stewart & Ashby Coffee Co. "You may ship the second instrument we ordered at your

earliest convenience."

Andrew S. Moseley, president of Breakfast Club Coffee Co., commented, "The Southern California coffee industry has accepted the Tempo-Vane Automatic Coffee Roasting Instrument as being the finest piece of equipment developed for roasting coffee automatically. It is almost a must if a uniform roast and shrinkage control are desired.'

#### Merrill named v.p. in charge of commercial department of American Cable & Radio Corp.

The election of Robert D. Merrill as vice president in charge of the commercial department of American Cable & Radio Corp. and its operating subsidiaries has been announced by Ellery W. Stone, president of the corporation.

Mr. Merrill, who formerly served as assistant vice president and director of sales in charge of publicity and advertising, has been associated with AC&R and its affiliated companies, All American Cables and Radio, The Commercial Cable Co. and the Mackay Radio and Telegraph Co., since 1924.

He was elected an assistant vice president of All America in 1934 and has served that company in executive capacities in this country and Latin America for the past 16 years. He became an assistant vice president of American Cable

& Radio in 1948.

Mr. Merrill has been prominently active in inter-American and foreign trade circles for many years. He is president of The Colombian Chamber of Commerce; treasurer and director of the Peruvian-American Association, Inc.; treasurer and director of the Haitian-America Association, Inc.; vice president and director of the Ecuadorian-American Association; and is associated with many other foreign-trade groups.

The American Cable & Radio Corp. is a subsidiary of the International Telephone and Telegraph Corp.

#### Beatty appointed by Moore-McCormack

The appointment of Joseph C. Beatty as northbound freight agent of Moore-McCormack Lines was announced last month.

Mr. Beatty, a graduate of Georgetown University, started with Moore-McCormack in 1939 as assistant purser and served in that capacity aboard the company's passenger vessels operating in the South American trade. He then served in the company's offices in Belem, Recife, Bahia, Santos, Sao Paulo and Rio de Janeiro, and in the New York office

In his new post he succeeds the late James A. Ray.

#### Interested in Solubles?

## FORWARD looking roasters . . . with known brand coffees . . .

are NOW acting on plans to complement their regular coffee packages with a Soluble Coffee item under their established trade marks.

Within the next six months, at least 10 additional well known regional independents will offer solubles alongside their regular coffees of the same brand names. And the number of independents taking to solubles is bound to grow in keeping with the increasing consumer demand for instant coffee.

Soluble Coffee has become an important part of Coffee Business.

You too can have a Soluble Coffee item WITHOUT large capital outlays for new processing plant and packaging equipment by using the facilities we have available for such service to the trade.

Our modern plant—our coffee experience—our extraction and spray drying know-how—our cooperative effort . . . are all at your disposal for a fraction of the cost otherwise involved and with none of the headache.

If your customers are also buying solubles, why not give them the opportunity to buy soluble coffee under the same brand for which they have shown preference for so long.

You might prefer to use your own coffees and arrange for our processing service—or—you might find our private label coffee suited to your need. Regardless of your preference . . . we are certain to work out some satisfactory arrangement.

Write us your thoughts. Let us give you the details.

#### THE HARRISON COMPANY

Soluble Coffee Powders for the Trade 691 W. 26th St. New York 1, N. Y.

#### JEROME GUMPERZ CO.

Coffee Importers

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR

## Protests by U. S. trade against Brazil port quotas continue to mount

Protest by various sections of the coffee trade in the United States against the imposition of monthly quotas on coffee shipments from Brazilian ports continued to mount last month.

Trade sources pointed out that the quotas threw a cloud over coffee transactions, since a purchase—and even export registration in Brazil—was no guarantee of shipment.

The New Orleans Green Coffee Association asked that total export registrations at each port to be telegraphed daily for dissemination in the United States. Buyers would then be able to purchase coffees with some assurance of shipment in accordance with the contract, the organization suggested.

The New York Green Coffee Association pointed out that Brazil was a signatory to the General Agreement on Tariffs and Trade and that Article XI, covering general elimination of quantitative restrictions, denies Brazil the privilege of seeking to maintain the world coffee market by use of port export quotas.

Discussion between U. S. embassy officials in Rio and officials of the Brazilian government indicated that the objective of the regulations was to equalize prices as between ports and seasons, but not to influence the total volume of exports.

Edward G. Cale, director of the Office of Regional American Affairs of the U. S. Department of State, said the basic issue appears to be whether or not registration for shipment in a given month implies an obligation on the part of the coffee authorities in Brazil to authorize shipment during that same month.

Protests against the export quotas did not come from the United States alone. In Brazil, Senator Alencastro Guimaraes condemned the measures as a "shameful effort to promote speculation" and intended to protect the port of Santos to the detriment of other coffee producing

#### Brownell & Field tells story of Autocrat coffee and tea in illustrated brochure

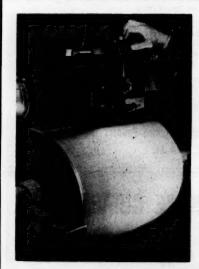
In a type of promotional effort more usual among national coffee packers, the Brownell & Field Co., Providence, R. I., issued a graphic, 16-page brochure telling the story of Autocrat Coffee and Tea.

Brownell & Field are regional distributors, centering on New England.

The name "Autocrat", the brochure recalls, was suggested to the firm's Frank O. Field by popular essays in The Atlantic Monthly which appeared under the title, "The Autocrat of the Breakfast Table".

The company had been importing spices for nearly half a century when the decision was made in the 1890's to begin packing coffee.

The brochure takes the customer into the Brownell & Field plant in Providence and shows how the firm's coffees and teas are selected, processed and packed.



## MOORE'S CORRUGATING SERVICE Is Expert and Fast

Pictured is a 24 MOORSPEED corrugation being applied in the Roll Department of MOORE'S huge shops.

MOORSPEED Rolls are tried and proven the leader in their field for the past eighteen years.

In the New MOORSPEED COFFEE MILL, each pair of MOORSPEED Rolls have a micrometric adjustment throw-out lever, indicated grinding pressures, new and easy tramming method, Roll housing is precision machined construction and Rolls are easily removed.

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#### Marketing

advertising . . . merchandising . . . promotion

#### Roundy Coffee hits while Milwaukee iron is hot

In an advertising effort marked by refreshing shrewdness and alertness, the Roundy, Peckham & Dexter Co., Milwaukee, packers of Roundy's Coffee, moved fast recently when Hal Boyle, Associated Press reporter, lamented in a front-page story that 'the great American tragedy today is the average cup of coffee".

"The average cup of coffee is what the average man gets when he asks for a good cup of coffee," Mr. Boyle declared in his article, then went on to discuss, wistfully,

brews and brewing methods.

Roundy, Peckham & Dexter thought enough of the article to reprint it in a large ad in the Milwaukee Journal. "Good coffee is front page news", the ad proclaimed in its headline, and went on to explain that despite what is true in New York, "in Wisconsin Roundy's Coffee is far better than 'that average cup of coffee'."

The advertisement, by itself, undoubtedly drew a readership rating far higher than routine coffee ads. But, as an unexpected aid to its effectiveness, the Milwaukee Joudnal in the same issue ran a long editorial on coffee

making in Milwaukee.

#### Norman Zander Fried named advertising manager by Cup Brew Coffee Bag Co.

The Cup Brew Coffee Co., Denver, Colorado, has announced the appointment of Norman Zander Fried, of

that city, as advertising manager.

Mr. Fried has served the Cup Brew firm since the first of this year as account executive for Cup Brew's advertising agency, the Hal Niemann Associates. The Niemann agency will continue to represent the rapidly expanding Cup Brew organization, it was reported.

In his new capacity, Mr. Fried will be in charge of advertising and publicity and will continue the present practice of keeping the coffee and food industries well informed on current developments in Cup Brew Coffee

Bags.

#### Coyne reelected president of New York Cocoa Exchange

Members of the New York Cocoa Exchange, Inc., reelected Samuel Y. Coyne, of Rayner & Stonington, Inc., as president for the coming year.

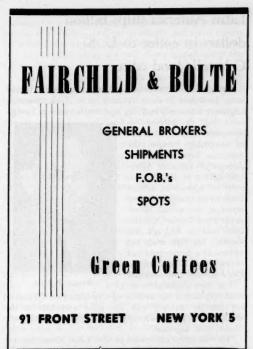
John J. Plough, of Wessels, Kulenkampff & Co., was reelected vice president, and William J. Kibbe, of Snyder

& Wheeler, was named treasurer.

Elected to serve as members of the board of managers were Charles H. Butcher, Ernest L. Cleverley, Jacques Coe, Alwyn N. Fischel, Timothy J. Mahoney, George C. Schutte, Louis H. Truebner, John M. Whittaker and Isaac Witkin.

#### Coffee renks bigh

Coffee ranks second only to ginned cotton in importance as an agricultural export from Mexico.





#### Latin America ships billion dollars in coffee to U. S., Cale tells food editors

A program of technical cooperation through which United States know-how is made available to its Latin American neighbors is not only building a profitable two-way foreign

trade but is helping to strengthen further the bonds of friendship between the Americas, Edward G. Cale, director of Regional American Affairs of the Department of State, told editors from all parts of the United States at the annual Newspaper Food Editors' Conference held in Chicago last month. Mr. Cale made the address at a dinner tendered to the food editors by the Pan-American Coffee Bureau.



The state department official emphasized the anxiety of this country to "conduct our foreign relations with our good neighbors to the south in the type of atmosphere that prevails when good friends dine together."

Our interests and those of the Latin Americans are such that we customarily find ourselves holding essentially

the same views on really important issues, including those before the United Nations," he said. "The governments of the Latin American countries, like our own, recognize the threat to the nations of the free world now posed by Soviet im-

Mr. Cale added that however willing these nations are to share responsibility in the world crisis there are limitations-economic and industrial-to the help that they can currently offer.

"But," he asserted, "the people and the governments of Latin America are today on the march and an increasingly firm foundation for general economic development is being established."

Part of the advances, he said, are traceable to the program of technical cooperation under which for ten years the United States has been supplementing technological information of the countries concerned with the results of research and development of science and industry here.

Mr. Cale pointed out that while appropriations to carry on the program have been infinitesimal by modern international assistance standards—only \$22,000,000 is being considered for the coming fiscal year-the returns bulk large both in cordiality and in dollars and cents in a growing and mutually profitable foreign trade.

As an illustration of the effectiveness of this cooperation, Mr. Cale pointed out that Latin America now exports to the U. S. about 2.8 billion dollars worth of goods, of which slightly more than one billion dollars represents coffee, a value exceeding that of any other single commodity imported. In return, U. S. exports to Latin America in 1950 totaled 2.5 billion dollars, or about 50 per cent

#### J. M. ARANGO & CIA., LTDA.

Coffee Growers and Exporters

MEDELLIN, COLOMBIA

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15 William Street, New York 5, N. Y.

Representatives

Telephone: WHitehall 4-7938-9

Teletype: NY 1-3763

Member: Green Coffee Association of N. Y. City, Inc.; National Coffee Association



PACB's Roberto Aguilar accepts a cup of coffee from model Roberta Richards at the Bureau's dinner for newspaper food editors. Miss Richards modeled the "Coffee Beanie," created for PACB by Mr. Fred, of John Frederics. "Coffee Beanies" were presented by the Bureau to the more than 140 writers at the conclave.

of all imports by the southern American nations.

"Of all the commodities exported by the other American republics, coffee is by far the greatest," he said. "It is according the greatest source of exchange for purchasing products which we produce in the United States. It is the means by which Latin American countries acquire textiles, machinery and other products for which they are dependent on this country."

Dollars received for its coffee paid for a major share of these U. S. goods, Mr. Cale said and added that the benefits of this trade did not end there.

"Coffee is the source of employment and income to a

considerable segment of the United States population, including our ocean shippers, our railroads, our coffee importers and roasters, and our wholesale and retail trades. Of even more importance to the average citizen is the fact that coffee drinking is a part of our way of life in the United States.

"Coffee is of even more significance to the average citizen in Latin Amerca," Mr. Cale said. "It is a means of livelihood."

Mr. Cale pointed out that while coffee is the most important single item of U. S.-Latin American trade, the same interdependence is found in other commodities and products sent to this country at a current rate of nearly three billion dollars annually.

As a result of this trade, he said, "last year 30 per cent of our exports of machinery and iron and steel products, 44 per cent of our automobiles, 38 per cent of our chemicals and 48 per cent of our textiles went to Latin America."

But although technical cooperation and the resulting foreign trade have made progress, Mr. Cale added, "there is a need for increasing the scope and intensity of such efforts."

"In 1950 they were spending approximately three dollars to every dollar contributed by the United States. Despite its small size, the program for Latin America will help in the development of a stronger and more prosperous hemisphere. It will help to provide a stronger economic base to support whatever military action may be thrust upon us. It will help to increase the quantity of strategic and critical materials produced by this area which may be used in defense of the free world."

#### AMEDEO S. CANESSA

(Established by A. Canessa in 1869)

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#### CAFE PREMIADO

MEDALLA DE ORO Exposicion Universal Francesa Paris 1700

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. . . Also stock lots of Unwashed Salvadors for immediate shipment . . .

L. E. TORO, INC.

15 William Street, New York 5, N. Y.

Representatives

Telephone: WHitehall 4-7938-9

Member: Green Coffee Association of N. Y. City, Inc.; National Coffee Association Teletype: NY 1-3763

#### Roaster problems-smoke abatement, automatic controls

By EDWARD MAJESTIC, Sales Engineer Jabez Burns & Sons, Inc.

This down-to-earth article for coffee roasters is from a talk at the recent meeting of the Southern Coffee Roasters' Association in Birmingham, Alabama. The ideas are far from regional, however. They will be of interest to roasters everywhere.—Ed.

Recently one problem has assumed major importance among coffee roasters all over the country. That is the problem of operating a coffee plant without pouring smoke, steam and odors into the community.

Some time ago, the problem of chaff—a more immediate nuisance to neighbors—was met and overcome by the use of various collecting systems. But now the health hazard, but less obvious nuisance, of air pollution is occupying the public's attention.

Reports come in from city after city of drastic official action taken, or contemplated, on smoke abatement. Los Angeles, Chicago, Cleveland, Pittsburgh, Cincinnati and now New York City, have all instituted vigorous campaigns against anti-smoke violators. In these cities, packers are realizing that failure or delay in converting to smakeless operation leaves them vulnerable to costly shutdowns by local authorities.

Several conventional methods of smoke consumption were tried, but for one reason or another did not seem to be the answer for the coffee roaster. Then, as you know, it was announced at last year's National Coffee Association convention that Jabez Burns had developed a built-in smoke consuming system that is an integral part of the roaster itself. By taking advantage of the recirculating principle of the Thermalo roasting process, the products of combustion are burned instead of being discharged.

I would like to insert a remark at this point, in answer to a question which probably has arisen in the minds of some of you. For those of you who are roasting in Jubilees, a separate smoke eliminator built by Jabez Burns can be installed for one, two or three roasters. While less efficient than the smokeless version of the Thermalo, it does a thorough job of smoke elimination.

When and if your community takes an active interest in eliminating smoke, there are several factors to bear in mind.

By instituting a conversion program without delay, the work can be done roaster by roaster, thus avoiding any appreciable interference with your production and insuring a minimum of "down" time during any working period.

This gradual conversion will distribute the expense of alteration over a longer period, making outlay less of a prob-

Inspectors will doubtless deal leniently with any plant which has its smoke-control program actually under way and will permit any reasonable extension of time for completing the conversion.

The peace of mind that conversion to smokeless brings may be an intangible asset—but it's worth a great deal to almost any plant owner not to be constantly on the defensive. Moreover, the good will gained is a positive factor which

For Quality Brazilian Coffees -

#### PRUDENTE FERREIRA

COMISSÁRIA E AGRICOLA, S. A.

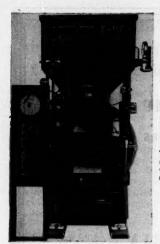
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Director-President: Ulysses Ferreira Guimaraes Director-Superintendent: Dorival Guimaraes Silveira

Director-Manager: Lamartine Ferreira de Albuquerque



malo roaster equipped with Burns automatic roasting controls.

cannot be dismissed. Some roasters, in ordering new equipment, are specifying Smokeless Thermalos, even though the pressure is not yet on in their areas. They reason that the public relations value alone is well worth the additional ex-

It is important to remember that unpreparedness in case of rigid smoke-control enforcement could easily result in a coffee roasting plant being closed. Even a temporary closing would be costly.

There is no longer much question that smoke control will become an issue in every sizeable community sooner, or later. It is just a matter of time. So, in anticipation of future requirements, and for public relations value, give some consideration now to a long range conversion plan.

There's one other problem which has been the center of much controversy these past few months: Whether or not automatic controls should be used in the roasting process.

Of course, when I discuss automatic controls, I naturally have reference to Burns Automatic Control Systems. All of you realize that any set of controls consists simply of a group of instruments manufactured by such companies as Foxboro, Taylor, Minneapolis-Honeywell, etc. Therefore, it becomes a problem of choosing and applying these instruments to the particular conditions of the roasting process.

#### Why automatic controls?

You may well ask, "Why should we buy any automatic controls, how will they help us, how will they pay for themselves?" Our answer's fall under three simple headings:

First of all, the use of automatic controls enables a degree of uniformity of roasts which has previously been approached only by the most skilled and experienced roastermen. Noweven with less able plant personnel-uniformly roasted coffee can be achieved from batch to batch or from roaster to roaster. The basic principle in accomplishing this uniformity is automatic checking of the roast when the coffee has reached a predetermined temperature.

The next feature of our automatic controls is their maximum flexibility. Operational techniques such as resetting of temperature or the amount of timing of water spray are quite simple. And looking into the future, when the use of smokeless roasters may be obligatory everywhere, our automatic (Continued on page 42)

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#### Return on capital investment within few months reported by Cup Brew Coffee licensees

Coffee roasters throughout the United States who have been licensed by the Cup Brew Coffee Bag Co., Denver, to package their own coffees in Cup Brew Coffee Bags declare they see a return of their comparatively small capital investment in just a few months after their introductory campaigns, it was reported last month.

The availability of various types of packaging machines to produce Cup Brew Coffee Bags has simplified the process of manufacturing, it was pointed out. Costs of these machines vary from \$5,200 to \$15,000 or over. Some of the units are available on a lease basis with options

to purchase.

Apart from machinery costs, the basic expenses—such as licensing, labeling, packing, and miscellaneous production overhead—are comparatively constant. The actual number of bagging machines needed is determined by the anticipated output in production and sales. Productive capacity of the machines average about 70 to 125 cases per day.

In view of the greater yield per pound and the market demand for Cup Brew Coffee Bags, officials of the Cup Brew firm declare licensed roasters are able to recoup their initial investments, including heavy advertising programs, within a few months after introducing their coffee in Cup

Brew Coffee Bags.

Norman H. Gross, president of Cup Brew Coffee Bag, pointed out that the national marketing program of licensing major coffee roasters is rapidly attaining full market coverage. Mr. Gross illustrated his statement by announcing future coverage in such markets as Seattle, Philadelphia, Cleveland, New York City, San Francisco and others, in addition to the already existing distribution in Chicago, Los Angeles, Kansas City, Minneapolis, Omaha and Denver.

"The public's acceptance of their favorite coffees packed in Cup Brew Coffee Bags has been overwhelming," Mr. Gross said. There are some markets areas that cannot

keep up with the demand."

Henry M. Atwood, president of the Atwood Coffee Co., Minneapolis, and president of the Northwest Coffee Roasters Association, demonstrated the promotional ability of Cup Brew Coffee Bags by adapting his well-known "Happy Coffee Pot" theme to the "Happy Coffee Cup". Atwood's Cup Brew labels show a pleasant smile on the cup, just as his regular package shows the smile on the pot.

Cuba expands coffee production

Coffee production in Cuba during the next five years is forecast at an annual average of 680,000 bags, ranging from about 613,000 bags in 1951-52 to 760,000 bags in 1955-56, according to J. L. Martinez, American embassy, Havana.

This compares with a production of 547,000 bags in 1950-51, 662,000 bags in 1949-50, and an annual average of 562,000 bags during the crop years 1946-47 to 1950-51.

of 562,000 bags during the crop years 1946-47 to 1950-51.

Very little, if any, of the production during the next five years is expected to be exported, because domestic consumption is increasing. The decree of 1945 prohibiting commercial exports of coffee continues in force.

#### Up and At 'em

Cold weather calls for hot coffee. Keep your blend appetite-arousing with a touch of Muller's fine chicory. It deepens color, improves flavor and reduces over-all costs. Want samples?

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#### Coffee under price controls

(Continued from page 17)

prices, is provided in the regulation. This regulation is regarded as eminently fair and equitable to the coffee industry.

The order necessitates the filing of OPS Form 8 by all manufacturers, on which must be enumerated by brand name, size and container description, together with other information, all items on which the manufacturer proposes a ceiling price in excess of his GCPR price.

Briefly, the regulation permits the manufacturer to select any calendar quarterly base period during the year immediately preceding Korea and calculate his material cost increases for green coffee, labor and packaging materials between the last day of the selected quarter and the March 15th, 1951, cut-off date. These cost increases, after the green coffee is converted to a roasted cost, are then added to the highest selling price of his roasted coffee during his selected base period in establishing a proposed ceiling price.

#### Four ways to figure

There are four methods of computation provided in the order and Method 2 or 3 seen to be the ones which most roasters select. These methods are fully explained in Sections 14 and 15 of the order.

Most of the difficulty in arriving at proposed ceiling prices has been caused by a misunderstanding of the all-important Section 18 of CPR, which provides instructions for arriving at costs of green coffee for the base and cut-off periods.

There are nine paragraphs to this section—(a) to (i). Paragraphs (a) and (b) do not apply to green coffee, but under paragraphs (c), (d) and (e) a procedure is provided for a manufacturer to establish his base period and cut-off period material costs. The coffee processor must use the first of these paragraphs that apply to him before proceeding to the next paragraph in calculating his costs of green coffee.

In arriving at the base-period cost of your commodity, you must calculate the cost of the green coffee received during the last 30 days of your base period which was received pursuant to a contract dated not earlier than 60 days prior to the prescribed date. The prescribed date is the last day of the selected base calendar quarter.

The same procedure is used in computing your green coffee costs for the cut-off period, the prescribed date of which is March 15th, 1951.

#### Know your Section 18

The purpose of these restrictions is to prevent the usage of old or stale prices which were not representative of the then current market. If you select the October to December, 1949, base period, you must use in your cost price computations only green coffee received in December and you cannot use in your calculations the cost price of green coffee purchased prior to November 1st, 1949. You must omit from your computations the cost of coffee not actually received during the months of December, 1949.

It would be well for all processors to acquaint themselves with the provisions of Section 18 in order that their Forms 8 not be challenged upon receipt by OPS. It is also suggested that the definition of the word "delivered" be thoroughly understood. Its meaning for the purpose of this order is found in Section 47.

Although the Washington office is understaffed, these Forms 8 are carefully analyzed, and since records are maintained of green coffee prices for the past several years, OPS is in a position to recognize errors in filings. This analysis

by OPS of your filings of proposed new ceiling prices for your brands of roasted coffee is in a sense a protection to you, since it prevents a possible unfair selling price advantage to your competitor. A square deal is assured by the provisions of this regulation. We know of no case of unrelieved hardship in the industry.

It is important to note that Amendment 21 to CPR 22 postponed the mandatory effective date of the regulation. Therefore, if you have not filed an accepted and unchallenged Form 8 with OPS, you must not deliver your products at prices in excess of your GCPR prices until 15 days after you have filed a Form 8 in full conformity with the regulation.

#### Want a copy?

I will be pleased to have copies of any of these orders or forms sent to you upon request, and I especially suggest your

acquainting yourselves with CPR 22.

The Enforcement Division of OPS now feels that sufficient time has elapsed for businessmen to have acquainted themselves with the control regulations and that nothing but strict compliance therewith will be tolerated. Carelessness or broad interpretations of the regulations may cause difficulties. If you are in doubt about the regulations, communificate with OPS.

If certain types, growths or grades cannot be bought at legal prices, they must be considered as not being available. The industry has experienced this condition many times previously and worked through it successfully. This is your fight and your government expects your cooperation.

Industry ingenuity plays an important role at this point. The ceiling prices placed on green coffee by OPS were very generous and every coffee man knows of consumer resistance and dissatisfaction even at GCPR roasted prices. Scarcity of certain growths of green coffee existed long before, and were not caused by OPS.

#### World supply, demand

We must do nothing to encourage higher prices. The world's coffee production is sufficient for world's demand and many responsible members of the coffee fraternity feel that any upward revision of roasted coffee prices might precipitate an action that would permanently injure the industry, which has prospered and expanded only as a result of long conscientious and expensive effort and promotion.

It is known that the roasted coffee industry has fought advancing prices for good business reasons and that the advances legalized by CPR 22 have been only rarely, reluctantly and partially employed. For this cooperation and your continued efforts in this direction, your Government is deeply appreciative.

#### Coffee in Hawaii

(Continued from page 19)

as mainland agents for the Hawaiian companies. The C. G. Cambron Co., of San Francisco, has acted as their coffee

brokers for many years.

The Cambron firm was established in 1890, and from the start handled Hawaiian coffees. C. G. Cambron himself retired in 1939, and Ed Howatt, who had been with the company since 1909, took over. Mr. Howatt says that Kona coffee was the first he ever sampled.

The company sells a large part of the coffee exported from the islands. They not only represent the Capt. Cook Coffee Co., but American Factors and a number of Japanese planters.

In 1950 Fred W. Ruhland, widely known in the trade, became associated with the company.

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# Ship sailings

#### A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this

#### Abbreviations for lines

Alcoa—Alcoa Steamsbip Co. Am-Exp—American Export Lines Am-Pres—American President Lines ArgState—Argentine State Line Am-WA/r—American-West African Line Am-W Ajr—American w est African Line Barb-Frn—Barber-Fern Line Barb-W n—Barber Wilhelmsen Line Brodin—Brodin Line Cunard-Brocklebanks' Cunard Service Delsa-Delsa Line Dodero-Dodero Lines Ell-Buck-Ellerman & Bucknell S.S. Co. Farrell-Farrell Lines Granco—Transportadora Gran Colombiana, Lida. Gulf-Gulf & South America Steamship Hol-Int-Holland-Interamerica Line

Independent-Independent Line Isbrandtsen-Isbrandtsen Co., Inc. Italian-Italian Line JavPac-Java-Pacific Line Uoyd-Uoyd Brasileiro Lykes-Lykes Lines Mormac-Moore-McCormach Lines, Inc. Nopal-Northern Pan-American Line Norton-Norton Line PAB-Pacific Argentine Brazil Line PacFar-Pacific Far East Line, Inc. PacTrans-Pacific Transport Lines, Inc. Pioneer-American Pioneer Line Prince-Prince Line, Ltd. R Nesb-Royal Nesberland Steamship Co. Robin-Robin Line SCross-Southern Cross Line Silver Silver Line Sprague-Sprague Steamship Line Stockard-Stockard Line Stran-Stracban Shipping Co. Swed-Am-Swedish American Line UFruis-United Fruit Co. Wit Cst-West Coast Line, Inc. Wes-Lar-Westfal Larsen Co. Line

Abbreviations for ports Ba-Baltimore Bo-Boston CC-Corpus Christi Ch-Chicago Chsn-Charleston Cl-Cleveland De—Detroit Ga—Galveston Gj—Gulf ports Ha—Halifax Ga—Gaiveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Augeles
MI—Montreal MI—Montreal
MO—Mobile
NO—New Orleans
NY—New York
NI—Norfolk
NN—Newport News
Pa—Philadelphia
PS—Paget Sound
SF—San Femerisco
Se—Seattle
Se—Seattle
Ta—Tacoma
To—Toledo
Va—Vanconver

#### COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJU	JTLA		
11/14 San	Benito	UFruit	Cristobal <sup>2</sup> 11/17
11/20 Cst	Nomad	Grace	LA12/1 SF12/4 Se12/9
11/26 Cou	igarve	UFmit	Cristobal <sup>2</sup> 12/1
12/6 Gur	ners Knot	Grace	LA12/17 SF12/20 Se12/25
12/10 San	Benito	UFruit	Cristohal <sup>2</sup> 12/13
12/26 And	hor Hitch	Grace	LA1/6 SF1/9 Se1/14
ACAPI	JLCO		
11/15 And	hor Hitch	Grace	Cristobal <sup>1</sup> 11/29
12/14 Cst	Avnturer	Grace	Cristobal <sup>s</sup> 12/28
AMAP	ALA		
11/17 Cst	Nomad	Grace	LA12/1 SF12/4 Se12/9
11/20 Cou	lgarve	UFruit	Cristobal <sup>3</sup> 12/1
11/20 And	hor Hitch	Grace	Cristohal <sup>1</sup> 11/29
12/3 Gun	ners Knot	Grace	LA12/17 SF12/20 Se12/25
12/19 Cstl	Avnturer	Grace	Cristobal <sup>1</sup> 12/28
12/23 Anc	hor Hitch	Grace	LA1/6 SF1/9 Se1/14
BARRA	NQUI	LLA	
11/14 Can	e Ann	UFruit	NY11/25
11/15 Find	for Knot	UFmit	N011/26
11/15 Gun	ners Knot	Grace	LA12/17 SF12/20 Se12/25
11/21 Cap	e Avinef	UFruit	NY12/2
11/28 Cap		UFruit	WY12/9
11/29 ings		UFruit	W012/10
12/5 Cap		UFruit	NY12/16
12/5 And		Grace	LA1/6 SF1/9 3:1/14
12/13 Find	ler Knet	UFruit	N012/24
BARRI	OB		

UFmit NY31/23

NOVEMBER, 1951

SAILS SHIP	LINE	DUE
11/22 Mayari	UFruit	Holl/27 NO11/30
12/4 Adm Fraser	UFruit	NY12/11
BUENAVEN	UKA	
11/10 Merchant	Gulf	Hol1/22 NO11/25
11/13 Elisa	Grace	NY11/28
11/21 Leoner	Grace	LA11/29 SF12/1 Se12/8
11/23 Shipper	Gulf	Hol2/6 NO12/9
11/24 La Here	Independ	ience LA12/8 SF12/11 Pol2/16 Se12/19 Val2/20
11/27 Olivia	Grace	WY12/10
11/29 Leoner	Grace	LA12/7 SF12/8 Se12/15
12/7 Banker	Gulf	Ho12/20 HO12/23
12/14 Juana	Grace	LA12/22 SF12/24 Se12/31
12/14 Rita	Grace	NY12/24
1/8 Ines	Grace	MY1/21
CARTAGENA	tino in ju	
The second second second second		Advanced to the Control of the Contr
11/11 Cape Ann	UFruit	NY11/25
11/13 Finder Knot	UFruit	NO11/26
11/18 Cape Acinof	UFruit	NY12/2
11/25 Cape Cmbrind	UFruit	NY12/9
11/27 Inger Skou	UFruit	H012/10
12/2 Cape Cod	UFruit	NY12/16
12/11 Finder Knet	UFruit	W012/24
CHAMPERIC	0	
11/11 Csti Aveturer	Grace	LA11/19 SF11/22 Se11/27
11/23 Csti Nomad	Grace	LA12/1 SF12/4 Se12/9
12/9 Gunners Knot	Grace	LA12/17 SF12/20 Se12/25
12/29 Ancher Hitch	Grace	LA1/6 SF1/9 Se1/14
CORINTO		
11/10 La Baule	Independ	ence LA11/20 SF11/23 Pol1/28 Se12/1 Val2/2
11/16 Ceti Nomai	Grace	LA12/1 SF12/4 S-12/9

SAILS	SHIP	LINE	DUE
11/18	Coulgarve	UFruit	Cristobal <sup>3</sup> 12/1
11/23	Anchor Hitch	Grace	Cristobal <sup>1</sup> 11/29
11/28	La Heve	Independ	lence LA12/8 SF12/11 Po12/16 Se12/19 Va12/20
12/2	<b>Gunners Knot</b>	Grace	LA12/17 SF12/20 Se12/25
12/4	San Benito	UFruit	Cristobal <sup>2</sup> 12/13
12/22	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 12/28
12/22	Anchor Hitch	Grace	LA1/6 SF1/9 Se1/14
			220
CRI	STOBAL		
11/12	Cane Cod	UFruit	NY11/18

11/12	Cape Cod	UFruit	NY11/18
11/15	Elisa	Grace	NY11/28
11/18	Fiador Knot	UFruit	N011/26
11/19	Cape Ann	UFruit	NY11/25
11/26	Cape Avinof	UFruit	NY12/2
11/29	Olivia	Grace	NY12/10
12/2	Inger Skou	UFruit	N012/10
12/3	Cape Cmbrind	UFruit	NY12/9
12/10	Cape Cod	UFruit	NY12/6
12/16	Fiador Knot	UFruit	N012/24
12/16	Rita	Grace	NY12/24
1/10	Ines	Grace	NY1/21

#### DAR es SALAAM

11/19	Afr Planet	Farrell	NY12/16
12/20	Afr Crescent	Farrell	NY1/14

#### EL SALVADOR

11/10	Tritone	Italian	LA11/20	SF11/23	Val1/28	Se12/4	Po12/6
11/12	La Baule	Independ	ence LA11/	20 SF11	23 Poll.	28 Se12	1 Val2/2
11/16	Washington	French	LA11/27	SF12/1	Val2/5 S	e12/9 Po	12/13
11/30	La Heve	Independi	ence LA12/	8 SF12/1	1 Pol2/	16 Sel2/1	19 Val2/2
12/6	Stromboli	Italian	LA12/16	SF12/19	Val2/23	Se12/27	Po12/30

#### GUATEMALA

11/11 Tritone	Italian LA11/20 SF11/23 Va11/28 Se12/4 Pol2/6
11/13 La Baule	Independence LA11/20 SF11/23 Poi1/28 Se12/1 Val2/2
11/21 Washington	French LA11/27 SF12/1 Va12/5 Se12/9 Po12/13

#### SAILS SHIP

12/1	La Here	Independence LA12/8 SF12/11 Po12/16 Se12/19 Va	12/2
12/7	Stremboli	Italian LA12/16 SF12/19 Val2/23 Se12/27 Pol2	2/30

#### GUAYAQUIL

11/11	Ciudad Quite	Granço	NY31/22
11/25	Leonor	Grace	LA12/7 SF12/8 Se12/15

#### ILHEUS

1/22 Ur	uguai	Lloyd	NY12/

#### LA LIBERTAD

	100	The second secon
11/12 San Benito	UFruit	Cristobal <sup>3</sup> 11/17
11/19 Anchor Hitch	Grace	Cristobal <sup>1</sup> 11/29
11/20 Cstl Nomad	Grace -	LA12/1 SF12/4 Se12/9
11/24 Coulgaree	UFruit	Cristobal <sup>2</sup> 12/1
12/6 Gunners Knot	Grace	LA12/17 SF12/20 Se12/2
12/8 San Benito	UFruit	Cristobal <sup>2</sup> 12/13
12/18 Cstl Avnturer	Grace	Cristobal <sup>1</sup> 12/28
12/26 Anchor Hitch	Grace	LA1/6 SF1/9 Se1/14

#### LA UNION

11/10 San Benito	UFruit	Cristobal <sup>2</sup> 11/17
11/18 Cstl Nomad	Grace	LA12/1 SF12/20 Se12/25
11/21 Anchor Hitch	Grace	Cristobal <sup>1</sup> 11/29
11/22 Coulgarve	UFruit	Cristobal <sup>2</sup> 12/1
12/4 Gunners Knot	Grace	LA12/17 SF12/20 Se12/25
12/6 San Benito	UFruit	Cristohal <sup>2</sup> 12/13
12/20 Sstl Avnturer	Grace	Cristobal <sup>1</sup> 12/28
12/24 Ancher Hitch	Grace	LA1/6 SF1/9 Se1/14

#### LIMON

11/10 Came Cod	UFruit	NY11/18
11/17 Cape Ann	UFruit	NY11/25
11/20 Finder Knet	UFruit	NO11/26
11/24 Cape Avinof	UFruit	NY12/2

# SOME LIKE IT HOT... SOME LIKE IT COLD...

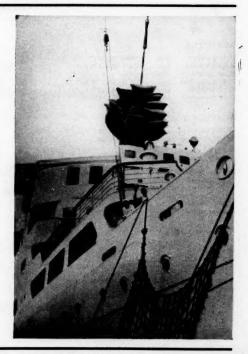
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SAILS SHIP LINE DUE 12/1 Cape Cmbrind UFruit NY12/9 12/4 Inger skou 12/8 Cape Cod UFmit W012/10 NY12/16 12/18 Fiador Knot

LOBITO

11/11 Afr Patriot 11/24 Del Campo Farreli Delta NY12/10 N012/20 11/25 Ferngien 12/9 Afr Glade Am-W Afr NY1/15 NY1/4

LUANDA

11/14 Afr Patriot 11/22 Del Campo Farrell NY12/10 Delta N012/20 Am-W Afr NY1/15 Farrell NY1/4 11/27 Ferngien 12/12 Afr Glade

MARACAIBO

11/18 Gunners Knot LA12/17 SF12/20 Se12/25 12/7 Anchor Hitch LA1/6 SF1/9 Se1/14

MATADI

Delta N012/20 Am-W Afr NY12/15 Farrell NY1/4 11/11 Del Campo 11/23 Taurus 12/6 Afr Glade 12/12 Ferngien Am-W Afr NY1/15 12/29 Tulane Am-W Afr NV1/31 Am-W Afr NY2/28 1/20 Tatra

MOMBASA

11/14 Afr Planet Farrell NY12/16 Robin Robin 11/25 Gray NY1/8 12/15 Trent NY1/28 12/15 Afr Crescent Farrell NY1/14 NY2/15

**PARAMARIBO** 

Bo12/6 NY12/6 11/17 A steamer Alcoa Aicoa 12/8 A steamer 12/29 A steamer NY12/23

PARANAGUA

11/10 Venezuela NO12/4 Ho12/11 LA12/6 SF12/8 Val2/14 Se12/15 Po12/18 Bal2/1 Pal2/2 NY12/4 11/12 Pathfinder 11/13 Mormackite 11/13 Nicaragua PAB NY12/1 11/14 Hindanger SCross NV12/4 Bol2/7 Pal2/10 11/19 Vigrid N012/9 He12/12 Nopal Delta Lloyd 11/19 Del Alba N012/10 Hel2/15 11/23 Paraguai 11/27 Cape Horn 11/30 Villanger 12/2 Mormacguif NY12/12 N012/15 H012/20 Wes-Lar LA1/3 SF1/6 Po1/11 Se1/13 Va1/14

Mormac LA12/27 SF12/29 Val/3 Se1/5 Po1/7

PORT SWETTENHAM

Barb-Fm USA12/29 11/23 Fernstream 11/24 Oulf Mrsk Maersk NY1/5 Barb-Frn USA1/14 12/9 Fernfield 12/23 Fernbay Barb-Fm USA1/29 Barb-Frn USA2/13

**PUNTARENUS** 

10/29 Cstl Noma 11/8 Gunners Knot 11/14 Coulgrave 11/14 Csti Nomad Grace UFruit Cristobal<sup>1</sup> 11/12 Cristobal<sup>2</sup> 12/1 LA12/1 SF12/4 Se12/9 11/25 Anchor Hitch 11/27 La Heve 11/30 San Benito 11/30 Gunners Knot 12/2 Stromboli 12/20 Anchor Hitch Grace # 11/29 ce LA12/8 SF12/11 Pol2/16 Se12/19 Val2/20 Indeper U Fruit

mee LAIZ/8 SFIZ/11 POIZ/16 SeIZ/19 VAIZ/Z CristokaP 12/13 LAIZ/17 SFIZ/20 SeIZ/25 LAIZ/16 SFIZ/19 VAIZ/23 SeIZ/27 POIZ/30 LAIZ/6 SFIZ/19 SeI/14 Cristokal\* 12/28 Grace Italian

12/24 Ceti Avnturer



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SAIL	SHIP	LINE	300
RIC	de JANI	EIRO	
11/11	Seafarer	PAB	LA11/30 SF12/2 Va12/7 Se12/8 Po12/11
11/12	Siranger	Wes-Lar	LA12/5 SF12/8 Po12/14 Se12/18 Va12/20
11/14	Uruguai	Morniac	NY11/26
11/15	Del Viento	Detta	NO12/2 Ho12/7
11/15	Granadero	Dodero	NY12/1 Bel2/5 Pal2/7 Bal2/8 Nf12/10
11/17	Venezuela	Lloyd	NO12/4 Ho12/11
11/17	Pathfinder	PAB	LA12/6 SF12/8 Val2/14 Sel2/15 Pol2/18
11/19	Del Santos	Deita	N012/5 Ho12/10
11/19	Hindanger	SCross	NY12/4 Bol2/7 Pal2/10
11/21	Vigrid	Nopal	N012/9 Ho12/12
11/22	Alwaki	Hol-Int	NY12/8 Bol2/12 HR12/15 Bal2/16 Pal2/18
11/22	Mormactide	Mormac	Jx12/6 Bol2/10 NY12/11 Bal2/15 Pal2/17
11/23	Mormacgulf	Mormac	LA12/27 SF12/29 Val/3 Se1/5 Po1/7
11/24	Del Alba	Delta	N012/10 He12/15
11/28	Argentina	Mormac	NY12/10
	Del Norte	Delta	N012/12
11/29	Alwaki	Hol-Int	NY12/15 Bol2/19 Nf12/22 Bal2/23 Pal2/24
12/2	Mormacisle	Mormac	Bol2/17 NY12/19 Bal2/22 Pal2/24
12/3	Cape Horn	Delta	N012/15 Ho12/20
	Villanger	Wes-Lar	LA1/3 SF1/6 Pol/11 Sel/13 Val/14
	Del Sud	Delta	N012/26
	Alphacca	Hol-Int	NY12/29 Bol/3 HR1/6 Bal/8 Pal/10

#### SAN JOSE

11/13 Del Viento

11/13 Granadero 11/15 Venezuela

SAILS SHIP

11/10	Csti Avnturer	Grace	LA11/19 SF11/22 Se11/27
11/18	Anchor Hitch	Grace	Cristobal <sup>1</sup> 11/29
11/22	Csti Nomad	Grace	LA12/1 SF12/4 Se12/9
12/8	<b>Gunners Knot</b>	Grace	LA12/17 SF12/20 Se12/25
12/17	Cstl Avnturer	Grace	Cristobal 12/28
12/28	Anchor Hitch	Grace	LA1/6 SF1/9 Se1/14

SANTOS		
11/10 Pathfinder	PAB	LA12/6 SF12/8 Val2/14 Se12/15 Po12/1
11/12 Mormacwren	Mormac	NY11/25 Pal1/27 Bol1/30 NY12/1
11/12 Hmmunu	Marmar	NV11/26

Delta N012/2 Ho12/7
Dodero NY12/1 Bo12/5 Pa12/7 Bo12/8 Nf12/10
Lloyd N012/4 Ho12/11

SAILS SHIP LINE DUE 11/15 Uruguai Lloyd NY12/7 Ba12/1 Pa12/2 NV12/4 11/16 Mormackite Mormac 11/17 Den Santos Delta N012/5 He12/10 11/17 Hindanger SCross NY12/4 Bol2/7 Pal2/10 11/18 Nicaranua Lloyd NY12/1 11/21 Alwaki Ho!-Int NY12/8 Bol2/12 HR12/15 Bal2/16 Pal2/18 Nopal Mormac N012/9 Ho12/12 Jx12/6 Bo12/10 NY12/11 Ba12/15 Pa12/17 11/21 Vigrid 11/21 Mormactide 11/22 Del Alba Delta N012/10 Ho12/15 Bal2/9 Pal2/11 NY12/13 Bol2/16 Hal2/18 11/26 Mormacway Mormac 11/26 Argentina 11/27 Del Norte Delta N012/12 11/28 Paraguai 11/28 Alwaki Lloyd NY12/12 Hol-Int NY12/15 Bol2/19 Nf12/22 Bal2/23 Pal2/24 LA12/27 SF12/29 Val/3 Se1/5 Po1/7 Bo12/17 NY12/19 Ba12/22 Pa12/24 12/1 Mormacquif Mormac 12/1 Mormacisle Mormac 12/1 Cape Horn N012/15 Ho12/20 Wes-Lar LA1/3 SF1/6 Po1/11 Se1/13 Va1/14 12/4 Villanger N012/26 12/12 Alphacea Hol-Int NY12/29 Bol/3 HR1/6 Bal/8 Pal/10

#### TAMPICO

11/23	Tunaholm	Swed - Am	Hal2/5 StJe12/7
12/7	Rynhidshim	Swed - Am	12/21 StJo12/23
12/31	Runaholm	Swed - Am	Hal/12 StJo1/15

#### VERA CRUZ

11/21	Tunaholm	Swed - Am	Ha12/5 StJo12/7
12/5	Rynhidshim		Ha12/21 StJo12/23
12/29	Tunaholm	Swed - Am	Hal/12 StJal/15

#### VICTORIA

VIC	TORIA		
11/17	Del Viento	Delta	N012/2 Ho12/7
11/19	Venezuela	Lloyd	NO12/4 Hol2/11
11/24	Alwaki	Hol-Int	NY12/8 Bol2/12 HR12/15 Bal2/16 Pal2/18
11/24	Vigrid	Nopal	N012/9 Hol2/12
11/26	Del Alba	Delta	N012/10 Ho12/15
12/5	Cape Horn	Delta	No12/15 Ho12/20
12/5	Alphacca	Hol-Int	NY12/29 Bol/3 HR1/6 Bal/8 Pal/10



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11/1	O Matra	Cunard	Bo NY Pa Ba Nf
11/2	O Tawali	JavPac	LA12/19 SF12/11 Pol/3 Sel/9 Val/7
11/2	21 Exchange		Bo NY Pa Ba Nf
11/2	22 City Perth	Ell-Buck	Bol2/24 NY12/26 Pal2/28 Nf12/30 Bal2/31
11/2	7 Matheran	Cunard	Bo NY Pa Ba Nf
12/7	Exminster		Bo NY Pa Ba Nf
12/7	City Phila	Ell-Buck	
12/8	Silvermoon	JavPac	LA1/18 SF1/10 Po2/3 Va2/7 Se2/9
12/2	20 Express	Am-Exp	Bo NY Fa Ba Nf
11/2 11/2 11/2 12/7 12/7 12/8	21 Exchange 22 City Perth 27 Matheran 7 Exminster 7 City Phila 8 Silvermoon	Am - Exp Eil - Buck Cunard Am - Exp Eil - Buck JayPac	Be NY Pa Ba Nf Bol2/24 NY12/26 Pal2/28 NF12/30 Bal2/ Bo NY Pa Ba Nf Bo NY Pa Ba Nf Bol/9 NY1/10 Pal/13 NF1/15 Bal/17 LAL/18 SF1/10 Po2/3 Va2/7 Sr2/9

#### COLOMBO

11/10	Excession	-EXP BO NY PA	BB NT
11/19	Fernside E	6-Fm USA12/15	
11/-	Exchange A	-Exp Bo NY Pa	Ba Nf
12/3	Oulf Mrsk A	ersk NY1/5	
12/3	Fernstream E	b-Frn USA12/29	
12/11	Exminster A	-Exp Bo NY Pa	Ba Nf
12/15	Brit-Prince P	nce Hal/9 Bol	/12 NY1/14
12/19	Fernfield B	b-Fm NY1/14	
12/24	Express A	-Exp Bo NY Pa	Ba Nf
12/25	Utrecht J	Pac LA2/1 SF	2/27 Po2/14 Va2/18 Se2/26
1/3	Fernbay B	b-Frn USA1/29	
1/12	East-Prince P	rce Ha2/6 Bo2	/9 NY2/11
1/18	Ferndale B	b-Fm USA2/13	
3/17	Cing-Prince P	nce Ha4/11 Bo	4/14 NY4/16

#### **DJKARTA**

11/12	Fernstream	Barb - Fm	USA12/29
11/28	Fernfield	Barb - Frn	USA1/14
12/12	Fernbay	Barb-Frn	USA1/29
12/28	Ferndale	Barb - Frn	USA2/13

#### HONG KONG

11/16 Sally Mrsk	Maersk	SF12/13 NY1/2
12/3 Lexa Mrsk	Maersk	SF12/28 NY1/17
12/8 Cove	Pioneer	NY1/25
12/17 Anna Mrsk	Maersk	SF1/12 NY1/31
1/3 Leise Mrsk	Maersk	SF1/28 NY2/17
1/17 Grete Mrsk	Maersk	SF2/13 NY3/5

#### KOBE

11/13	Wave	Pioneer	NY12/24
11/15	Remsen Hts	isbrandt	sen NY12/27
11/23	Sally Mrsk	Maersk	SF12/13 NY1/2
12/3	Bklyn Hts	Isbrandt	sen NY1/12
12/8	Lake	Pioneer	NY1/19
12/8	Lexa Mrsk	Maersk	SF12/28 NY1/17
12/13	Cove	Pioneer	NY1/25
12/19	Flying Arrw	Isbrandt	sen NY1/28
12/25	Anna Mrsk	Maersk	SF1/12 NY1/31
12/30	Flying Ind	Isbrandt	sen NY2/10
1/2	Tide	Pioneer	NY2/14
1/9	Leise Mrsk	Maersk	SF2/28 NY2/17
1/22	Cape Race	Isbrandt	sen NY3/6
1/25			SF2/13 NY3/5

#### SHIMIZU

11/11	Nicoline Mrsk	Maersk	SF11/27 NY12/15
11/26	Sally Mrsk	Maersk	SF12/13 NY1/2
12/11	Lexa Mrsk	Maersk	SF12/28 NY1/17
12/28	Anna Mrsk	Maersk	SF1/12 NY1/31
1/12	Leise Mrsk	Maersk	SF1/28 NY2/17
1/28	Grete Mrsk	Maersk	SF2/13 NY3/5

#### TANGA

11/16	Afr Planet	Farrell	NY12/16
12/17	Afr Crescent	Farrell	NY1/14

#### YOKOHAMA

11/14 Sir Frnkin	Isbrandt	Isbrandtsen NV12/17		
11/15 Nicoline Mr	k Maersk	SF11/27	NY12/15	
11/16 Wave	Pioneer	NY12/24		
11/24 Remson Hts	Isbrandt	sen NY		
11/30 Sally Mrsk	Maersk	SF12/13	MY1/2	

# NOVEMBER, 1951

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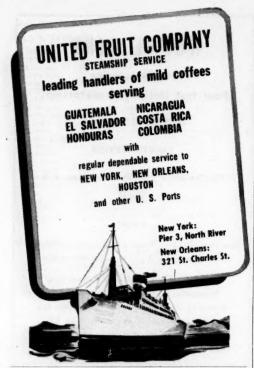
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1/31 Grete Mrsk

#### Cuba's coffee acreage can expand

The area devoted to coffee cutivation in Cuba is estimated to be 283,000 acres. About 170,000 acres are available on coffee farms for immediate expansion, and there is more land throughout Cuba suitable for coffee production. Influential officials of the Cuban government, however, have advised against expansion beyond the needs of Cuba's increasing population. Nevertheless, coffee growers intend to expand as long as coffee prices continue high.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF ALGUERY AND THE ALGUERY

fide owner.

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E. F. SIMMONS.

(Signature of Publisher)

Sworn to and subscribed before me this 6th day of September, 1951.

Notary Public, State of New York, No. 43-0142250. Qualified in Richmond County. Certificates filed with N. Y. County and Register.

Commission Expires March 30, 1953.

# MALZONI & CO., LTD.

Coffee Exporters SANTOS - BRAZIL

Represented in all U.S.A. by OTIS, McALLISTER CO.

#### Claims solubles added to regular coffee in coffee balls cuts cost for same yield

Coffee balls, or bags, made of regular coffee to which pure soluble coffee has been added, cost less to produce the same yield than coffee balls made only with regular coffee. In addition, they are half the size and brew twice

These claims were advanced last month by George Harrision, president of The Harrison Co., New York City, manufacturers of coffee solubles.

When using soluble coffee, the same amount of consumable coffee solids is usually produced in the cup by approximately one-sixth the weight of regular coffee, despite the fact that technically the weight ratio of regular coffee to soluble is four or five to one, Mr. Harrision explained. The reasons, he said, are that the usual extraction methods for regular coffee do not extract all consumable solids from the coffee grounds, while soluble coffee is totally useful.

Soluble powder, because of its complete usefulness, makes up for the loss of solids expected through incomplete grounds extraction, he added. If the two are combined, he continued, the results are something like the figures in this example:

Regular coffee ball-12 grams (185 grains) yield approximately 2.04 grams of coffee solids. At a 55 cents per pound green basis, the commodity cost alone may be figured at \$17.64 per thousand.

Regular coffee plus soluble coffee ball-Made up of three parts regular coffee and one part soluble (by weight), this would only require 5.5 grams (85 grains) to produce the same result, e.i., approximately 2.04 grams solids in the cup. Using the same green basis for both regular coffee and soluble, the commodity cost would be figured at \$16.12 per thousand.

A comparison table has been worked out showing such costs in various mixture combinations on a basis of green prices ranging from 45 to 60 cents per pound, Mr. Harrison said. It will be available to anyone who may be interested.

#### Mexico to increase coffee areas

The total area planted to coffee is expected to increase about five per cent to around 400,000 acres by the end of the current crop year. Most of the increase is taking place in Veracruz, where the National Coffee Commission has distributed large numbers of seedlings.





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#### Roaster problems

(Continued from page 29)

controls installed on a regular type of roaster can later be adapted to the smokeless type.

Finally, in developing our system of automatic controls, flame-failure protection and other devices are included for the safety of both plant and personnel. These features, utilizing Factory Mutual approved parts, should make it easier for the plant operator to obtain approval by insurance com-

You may well be wondering just what operations are controlled by the automatic system. Let us take, for example, a Smokeless Thermalo Roaster. The standard automatic controls for this unit will purge the roaster before the days' operations begin or whenever the flame is interrupted for any reason. The gas is ignited in the pilot and main burner and the latter is turned off between roasts. A predetermined amount of water is sprayed on the roast over a specified period of time. The various dampers for recirculation and smoke consumption are automatically opened and closed. All these things are done simply by pressing two buttons on the control panel.

Furthermore, if any customer desires, we can extend the automatic control system to include the charging of the roaster as well as discharging and cooling operations.

In this age in which we live-when all of us are becoming more and more dependent on labor-saving devices of every sort and when labor replacements are usually less skilled than their predecessors—we believe it wise for all coffee roasters at least to consider the application of automatic controls to their roasting plants.

#### WANT A COPY OF GOOD HOUSEKEEPING'S CONSUMER PANEL REPORT ON COFFEE?

Would you like to have a copy of Good Housekeeping's Consumer Panel Report on Coffee?

Drop a line to Miss Helen Ferguson, Good Housekeeping Magazine, 959 Eighth Avenue, New York 19, N. Y.

#### Why do they switch brands?

(Continued from page 13)

The report would seem to indicate that soluble coffee is supplementary to regular coffee, rather than a replacement for it. While 64 per cent of the respondents stuck to ground coffee only, and a mere 4 per cent used instant coffee exclusively, a substantial 32 per cent used both.

Of those who are partial to both, most used ground coffee regularly and instant occasionally. Here's what the 32 per cent comprises: 22 per cent who regularly used ground coffee and occasionally instant, 5 per cent who used both regularly, 4 per cent who used instant regularly and ground occasionally, and 1 per cent who use both occasionally.

The survey turns up some strange inconsistencies. For example, 47 per cent of the respondents who buy ground coffee get drip grind, 44 per cent buy regulator or percolator grind and 11 per cent buy pulverized. Yet drip coffee makers are used by only 25 per cent, as against 59 per cent who use percolators, 38 per cent who use the vacuum type-and 4 per cent who stick to the old fashioned pots.

The inconsistencies, we tend to believe, are not in Good Housekeepings coffee survey. Rather, they are in the coffee habts of the American public.

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### Coffee Movement In The U. S. Market

	1.0	gures in 1,	oco oaga)				
	Total Entries	Brazil De	liveries—fre Others	Total	Visible S Brazil	apply—lst Others	of Month Total
		1950					
March	. 1,359	646	631	1,277	813	511	1,324
April	. 1,125	719	569	1,288	885	584	1,469
May		605	592	1.197	715	456	1,171
July		875	647	1.522	805	438	1,243
August		1,126	966	2,092	1.152	469	1.621
September		1,017	757	1,774	1,050	368	1,418
October	. 1.844	1,092	820	1,912	1,073	347	1,420
November	. 1.306	823	501	1,324	932	369	1,301
December		822	457	1,279	909	428	1,337
		1951					
anuary	. 1,768	1,037	742	1,779	1,019	355	1,374
ebruary	. 2,012	987	912	1,899	1,051	438	1,489
March	. 2,342	1,321	935	2,256	1,244	440	1,684
April		893	812	1,705	1,089	486	1,575
May	. 1,310	741	602	1,343	887	395	1,282
une		778	622	1,400	920	332	1,252
uly	. 1,244	738	646	1,384	739	357	1.096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	. 1,459	929	410	1,339	998	303	1,301

#### The coffee outlook

The coffee outlook, for most of the trade in this country, has been complicated by the introduction of port quotas. Difficult as it was before to attempt to arrive at policies based on crop outlooks and demands here at home, now policy shaping is more complex than ever.

Members of the trade in the New York area, particularly, have had their troubles as a result of the strike of the longshoremen, which at this writing has already been underway for an unprecedented length of time.

The bottleneck on coffee movements into New York created by the strike situation are beginning to be felt in increasingly wide sections throughout the country.

One of the immediate effects of this situation was that sales were being made at ceiling prices.

Even if the strike is cleared up by the time you read this, the repercussions will be felt for some time to come. If nothing else, shipping schedules have been sadly disrupted.

In the meantime, the National Coffee Association took a look at coffee imports and noted that the third quarter volume was two million bags less than for the same period last year. Preliminary figures indicate an importation of 3,613,000 bags in July, August and September, 1951, against 5,534,000 bags in 1950.

The decline for the quarter does not reflect a loss in consumer demand, NCA points out, but rather an attempt on the part of the trade to keep its inventories in balance.

For the first nine months, NCA recalls, 1951 imports were 567,000 bags ahead of 1950. Very heavy imports early in the year were responsible, the association explains.

From Brazil, one source points out that as the picture on the current Paulista crop is clarified, one fact becomes more and more obvious-that the final production will be on the low side of even pessimistic calculations.

Meanwhile, the breaking of the drought, in existence since last April throughout a good portion of the Sao Paulo producing area, has alleviated some of the fears regarding another light crop of 1952-53, but many growers feel a substantial amount of damage has already been done.

Parana prospects, on the other hand, appear to be promising, with weather conditions excellent. If these good conditions continue until February, when a fairly accurate estimate can be made, this source indicates that a crop of about 5,000,000 bags would not seem to be excessive.

#### Face problem with transient workers brought in to pick coffee

Coffee growers in the Soconusco region are largely dependent on transient labor from Guatemala to pick the coffee cherries. As many as 50,000 Indians cross the border each year to help with the harvest.

This year a problem has arisen. Taxes amounting to 50 pesos per person are being collected by Mexican authorities for each time a laborer crosses the border. This tax is paid by the employers. Inasmuch as a high percentage of the laborers remain over the border only about two weeks at a time, the labor costs in this region have become excessively high. Efforts are being made to have these taxes removed.

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# Editorials

#### The third Greenbrier convention

It's still too soon, of course, to get the full meaning of the third Greenbrier convention of the Tea Association of the U.S.A.

With conventions, as with mountains, you need distance for the total view. Yet even now the meaning of this sixth convention is beginning to come through.

To see that meaning, think back to the situation which prevailed in the months preceding the convention.

Business during that period was far from good for many of the tea houses, particularly in the importing end. Stocks were heavy, purchased in a market triggered into a big-inventory policy by the opening of the Korean conflict.

Sales, such as they were, as often as not were transacted at a loss to the seller.

Reports did come through of a relatively good iced tea season, especially in public eating places. But this volume was not enough to absorb the inventory overload and transform the market picture.

All this while, the industry's promotion campaign was rolling up speed.

The contradiction was staggering.

On the one hand, tea men were in the atmosphere of a national tea drive on an unprecedented scale. Many of the firms were contributing to the promotion fund.

On the other hand, for a significant segment of the industry, business was downright bad.

These were the conditions prevailing when the trade gathered at the Greenbrier for the convention.

Did impatience hamstring the industry's promotion? Did cynicism undermine its support? Did resentment at market conditions seize on the campaign as a target?

What did happen—and a remarkable achievement it is is that the industry, without hesitation, decided to continue its national promotion on an even greater scale.

Funds from the producing countries for the coming year were assured, and it was indicated that support by the United States trade would be widened!

With heartening maturity, the industry was able to distinguish between temporary market conditions and the longterm battle to expand tea consumption.

Negative factors in the current market, no matter how complex and difficult, were not allowed to cloud the basic fact that the future of the industry as a whole, and every firm and individual in it, hangs on the ability of the trade to increase the total market for tea in this country.

This, then, is the meaning of the convention which is already beginning to come through: that the tea industry, at Greenbrier in 1951, successfully weathered its first real test since the start of the national promotion.

We tend to believe this achievement will take on its true dimensions, much larger than it now appears to be, only as time gives us the advantage of greater perspective.

It seems clear, however, that the tea industry has the asset of being able to learn from experience. At previous conventions the tendency had crept in now and then to envisage achievement of the industry's objective within a vague, but brief, period after the launching of the promotion.

Now, with a tough year and a half of promotion under its belt, the tea industry had no room for rosy yearning. In a hard, practical way, speaker after speaker underlined the truth that a significant change in the beverage habits of the American people in the direction of tea could only be the result of long and continuous effort.

Not one speaker, it should be noted, doubted that the change would be brought about, given such an effort!

However long it would take, that's how long the industry would supply the effort. Such was the sentiment of the convention, which amid the sunlit greenery of West Virginia's mountains was able to take stock and count assets already come into existence as a direct result of the industry's promotion.

Not the least of those assets is a factor at the same time the least tangible and the most vital: morale.

Throughout the tea trade is the feeling that this is an industry with a future, a business that's growing.

It is becoming the kind of field that attracts topnotch young men, who in turn impart to it an enthusiasm and energy of their own.

Within the industry, the impact of the national promotion has not been the stifling of individual brand competition, but rather an intensification. Total advertising done by tea packers is rising, as is the intensity of merchandising efforts.

As a leading packer commented from the convention platform, it's far healthier to have a smaller slice of a growing market than a larger slice of a dying market.

From other reports presented to the convention, it may be that the upturn in per capita tea consumption is already underway, despite conclusions springing from the abnormal inventory picture.

In the meantime, the tea industry is driving ahead—its hard-hitting, aggressive outlook best indicated by the slogan of the new campaign, "Take Tea and See."

Frankly recognizing that mental barriers exist to a wide increase in tea consumption, the industry is out to destroy those barriers and to substitute positive attitudes toward tea. That's a deep-going objective—and to achieve it the Tea Council will need the unstinting support of every firm and every individual in the trade.

# Tea steps up industry-level promotion

## Third Greenbrier convention notes advances, girds for "Take Tea" campaign, sure of bigger markets from long-term efforts

Tea will continue—and intensify—its industry-level promotion in 1952, sparked by the "Take Tea and See" campaign.

While gearing itself for the new drive, the sixth annual convention of the Tea Association of the U.S.A. noted that industry level promotion has already:

-Stopped the downward trend in consumption of the past half century and, in all likelihood, started the slow trek upward.

—Stimulated more aggressive competition in production and merchandising among the tea packers themselves.

—Charged the industry with dynamic optimism, transforming it into a trade with a bright future, attractive to upcoming young people.

For the third time running, the Tea Association's convention was held at The Greenbrier, White Sulphur Springs, West Virginia. Sparkling, flawless weather allowed the teamen to take full advantage of the resort's topnotch recreational facilities.

At the 53rd annual meeting of the association, which climaxed the convention, Herbert C. Claridge was reelected president and Edward C. Parker was named to continue as treasurer. Dorothy F. Schneider is executive secretary.

Following the convention, the board of directors named four vice presidents—C. William Felton, Gordon C. Hunger, Edward J. Vinnicombe, Jr., and Sam Winokur.

An industry level campaign is the only way to muster the resources that will eventually overwhelm tea's potential market and produce results, Mr. Claridge told the convention in his keynote address to the opening session.

"Without such a long range campaign to change the beverage habits of a considerable number of people in this country, the future of the tea business would be anything but bright," he told the assemblage.

He pointed out that coincidental with the industry campaign, and possibly because of it, members of the tea trade are competing more strenuously with one another for the shares of the existing market.

"In my opinion this is an extremely healthy condition, for the more aggressive we all get the better off we will be in the long run," he emphasized.

"Today there is a great future in tea. It is a business that can attract young men and women on the way up, for it is a business that has been rejuvenated, revitalized, a good, clean, forward-looking business."

The tea industry has stopped going down and has started slowly going up, Robert B. Smallwood, chairman of the Tea Council, told the convention.

"And we will keep on going up," he declared. "I am very sure of that."

The fight to increase tea consumption must travel a hard, uphill road, Mr. Smallwood indicated, and it might take as long as ten years, but he didn't think so. He said that he expected the kind of campaign the industry had lined up, with intelligent advertising and smart merchandising, to produce resuts within the next year, or the next two or three years

Mr. Smallwood assured the convention that the Tea Council is on a firm foundation. Funds will keep coming in from the producing countries, he said, and the domestic contributors will not only stay in but will increase in numbers.

Acknowledging an upturn in competition within the tea industry, Mr. Smallwood termed the trend good. "I would much rather have five, ten or 15 per cent of the business in a growing market than a lot more in one that is dying," he said.

Anthony Hyde, managing director of the Tea Bureau and vice chairman of the Tea Council, said the industry had achieved almost spectacular success on iced tea in restaurants, with sales rising sharply and likely to go up even more sharply in the future. But the real battle for tea has

(Continued on page 54)



Saying hello at a convention reception are, from left: M. A. H. Ispahani, ambassador from Pekisten; Herbert C. Claridge, reelected president of the Tea Association of the U.S.A.; Mrs. Carl I. Wood, and Mr. Wood of Thomas J. Lipton, Inc.



That Greenbrier tea story must have been a pippin! Still grinning are, from left: G. C. S. Corea, ambassador from Ceylon; Charlet Pryor, ITMB chairman, Life magazine's Andrew Heiskell; and Anthony Hyda, managing director of the Tea Bureau.

### More profit seen for packers who tie in

### with "Take Tea and See" program

to widen total market

# New drive to pierce mental barriers to tea

To increase per capita consumption of tea, widely held negative beliefs about the beverage must be destroyed and positive beliefs substituted.

The industry's "Take Tea and See" campaign was developed to cut across the consciousness of the individual and make him look upon tea in a new light, Richard N. Heath, executive vice president of the Leo Burnett Co., Inc., declared at the sixth annual convention of the Tea Association of the U.S.A. The Leo Burnett Co. is the Tea Council's advertising agency.

Mr. Heath urged tea men to set into motion at once their own plans for capitalizing on this advertising program. "We hope you will do this for your own good, as well as for the good of the industry," he said. "You can make money with the program if you use it effectively."

In setting the sights for the job to be done, extensive research was conducted, including interviews of several thousand people and motivational studies in collaboration with Dr. Ernest V. Dichter, leading authority in that branch of marketing study, Mr. Heath said.

"There are considerable numbers of people who readily admit that they like tea and that whenever they think of it they have tea," he pointed out. "The trouble is that they never, or very rarely, think of it."

These comments indicate that the best appeal is still not sufficient unless it appears almost like a poster in front of the undecided consumer, he said.

"Because of the strength of the coffee habit, tea advertising has to focus directly at the point and the moment of decision," he emphasized.

Demonstrating with color slides the new series of hot tea advertisements in Life magazine, Mr. Heath pointed out that the challenging note in the four words, "Take Tea and See", is an appeal aimed at removing the "dark glasses" of negative beliefs about the beverage.

The staging of this theme in bold white letters against the deep red teapot makes the slogan visual, rather than a set of words, he continued.

The symbolic teapot, an arresting graphic, makes tea a virile drink, reminds people of the heat of tea—one of its outstanding psychological attributes, connotes strong tea and implants a powerful visual concept of tea, Mr. Heath explained.

Referring to the brevity of the copy, he said, "We are trying to sell an idea, to implant a thought, about a subject in which most people are unfortunately only mildly interested. We've got to get in fast, hit hard, make our point before the page is turned."

Mr. Heath dug deep into history to recall that men of all races and all ages have responded to what we now call symbolism. Today, he said, it is common practice to asso-



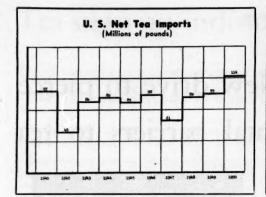
UNDER THE BIG TOP AT THE GREENBRIER: Already growing into a tea convention tradition are the informative and, to put it midly, stimulating presentations of tea publicity during the year by William F. Treadwell, director of information for the Tea Council, the Tea Association and the hilarity at the climar of his talk—the brought down the house —with two obliging colleagues who helped him turn that trick. Rehind the modest cigar is none other than C. William Felton. The gentlemen in patches is Ralph Petersen, in charge of public relations for the National Restaurant Association.

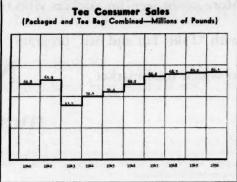
ciate a symbol with a set of words, and in this manner, words become visual things rather than just words. To illustrate his point, he cited four nationally known slogans: "His master's voice"; When it rains, it pours"; Hasn't scratched yet"; "Good to the last drop".

The Victor dog, Morton's Salt girl, the Bon Ami chick and the Maxwell House cup are symbols which convey the meaning of the words in a more memorable way than could be done by the words themselves, Mr. Heath declared.

Reminding the convention that the teapot is the universal symbol for tea, Mr. Heath said: "The words, 'Take Tea and See,' painted on the side of the red teapot, can, in time, become a part of our language if we will repeat and repeat—the symbol and the words—over and over again, until we have burned the invitation deep into the national thought.

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# Tea's consumer franchise

By JAMES O. PECKHAM, Executive Vice President A. C. Nielsen Co.

What has been happening to retail tea sales over the past decade? You may think you know. We did. But, like us, you'll probably find there are some things you don't know in these highlights of a report which aroused considerable interest at the Greenbrier convention of the Tea Association.—Ed.

The subject, "Tea's Consumer Franchise," falls into three rather natural divisions:

First: How can it be most effectively measured? Second: How big is it today and what has been the trend of its development over the past ten years?

Third: How can it be improved?

Let us first consider methods by which it may be measured. Obviously one of the most readily available methods is a simple study of U. S. net tea imports.

These figures, with which we are all familiar, show 1950 imports at 114 million pounds as compared with 93 million pounds during 1949, 48 million pounds during 1942, when the trade was operating under the restrictions of Tea Order M-111, and 97 million pounds in 1940. While these figures give us a fair picture of what has happened to tea over the ten-year period from 1940 to 1950, they are not of much value in determining short-term trends over two, three or four years because of fluctuating inventory requirements on the part of packers, wholesalers, and retailers, which in turn are caused by price and market conditions.

We know, for example, that 1942 U.S. tea imports were abnormally low and definitely did not represent consumption, which was much higher; similarly, we also know that most of the factors in the trade increased inventories either in anticipation of, or following, the development of the Korean outbreak, and hence the 1950 figure is not a fair measure of tea's consumer franchise.

As a matter of fact, we find that six of the ten years shown here vary between the rather narrow limits of 83 to 93 million pounds, which would hardly indicate any trend at all. On the other hand, if we contrast 1950's

artificially high imports with 1947's artificially low imports, we have a gain of almost 100 per cent, which we, from the vantage point of the Nielsen Food Index observation post, know is not representative of the trend of your business.

Obviously, if we are going to attempt the measurement of tea's consumer franchise and its trend from year to year we need a more sensitive barometer than the figures we have just seen. The Nielsen Food Index provides such a device

Tea imports normally flow through the importer and/or packer. These stocks fluctuate from month to month, in some cases to a point as low as only one month's supply and in others to a volume which might represent five months' supply, or even more. As nearly as we can determine, approximately 75 per cent of all tea consumed in this country goes through the retail food store, while the balance of 25 per cent goes to restaurants, institutions, hotels, the army and to consumers through other channels of distribution.

Both routes lead to the group of 155 million consumers, but the particular route we want to consider is the one which goes to the consumer via the retail store.

Our route to the home leads us through chain and wholesale stocks, which fluctuate between one and six months, then to retailers' stocks, which vary from one to twelve months' supply, and finally to the home itself. The Nielsen Food Index, therefore, puts a meter down at the point where the consumer makes the purchase, namely, at the retail store counter, and hence provides a more accurate and more sensitive measuring device than can be obtained at any other point along the route of tea distribution from imports to the home of Mr. and Mrs. Consumer.

At first glance it would seem that we have cut out quite a job for ourselves when we try to put a meter down at the point of retail sale. I say this because the United States Census of Distribution tells us that there are in (Continued on page 63)

# Building tea sales in 1952

### Five points to take into account, from a hard-hitting talk to the Tea Association's sixth annual convention

By JAMES R. HAWKINSON, Professor of Marketing, Northwestern University Consultant on Sales and Marketing

Changes in today's buyers point up the importance of a well-recognized principle in selling today. Those sellers who follow this simple principle in their sales programs are successful. There is no aura of mystery nor anything difficult about it. Simply stated it is, "Products Are Not Successfully Sold Until Successfully in Use." Or, stated positively, "Products are successfully sold when they are successfully in use."

"Let's analyze this principle first in relation to your home consumer buying of tea. You have, in line with today's sound marketing practices, thrown the spot light of research on your problem. One most helpful fact, among others, stands out—that the movement of tea off

the pantry shelf is slow.

We have heard a good deal about the importance of the retailer role and his influence in moving tea off his shelves to the housewife. Sure, every package of tea slugs it out on the retailer's shelf for the attention and approval of choosy customers. But—the competition moves on into the home where there is competition on the pantry shelf! What does that mean for tea? It means the need for not only a good product, a package of the right size and the right shape, not only an attractive eye-appealing and commanding package, but also one that's easy to use and has adequate, clear instructions on how to brew a good cup of tea.

In pursuing this problem of tea's consumption on the pantry shelf, I asked a few consumers for their reactions. One woman indicated a cupboard shelf on which were about 40 or more items. As she pointed to a flat paper box with tea balls in it, she said, "That's a bad package. It lies flat instead of standing upright to make for more room; and it's too unhandy to get at the inside. You know I'm a great one for grabbing things off the shelves and I want them handy. Why can't they make it easy

for me?"

Another home consumer said, "We found one brand of tea that staples the string to the tea bag in such a way that when the tea has been brewed and we try to lift the bag out of the tea by the string, the bag tears so the string comes off, leaving the bag in the tea and allowing tea leaves to escape into the beverage."

There's competition among beverages on the pantry shelf and you can be sure that the winner product has been made easy to use. Remember, women today want easy buying, easy operation, easy ownership, easy main-

tenance and easy use.

Because tea is successfully sold when successfully in use, today's marketing program calls for follow-through to the home in the package design, in label instructions for use, and in the advertising campagn—all aimed at the



Convention chairman Edward J. Vinnicombe (right) and the Tea Bureau's Milo Perkins (second left) at the airport to welcome Tea Association guests Bahadar Singh, of India's consular service, Mrs. Singh, and Leon H. Keyserling, chairman of the president's Council of Economic Advisers.

one target-successful use in the home.

Now, how about the institutional buyer of tea? The same selling principle applies, and there is the same competition among the products available for use. You are all aware of the tough job with today's personnel problems in running hospitals, hotels, restaurants, any large eating place. Therefore, the successful sale of tea to institutions requires seeing your product through the store room, through the brewing, and through the serving and final successful use.

Your industry-level approach to solving your sales problem follows sound and proved practices. In building demand for products that don't have enthusiastic market acceptance, a good approach is to use primary advertising appeals. That is, to appeal to the buyer on the merits of the product. For example, when electric refrigerators first came on the market, advertising appeals were made on the merits of electrical refrigeration first and were followed by the selective appeal on the merits of a particular brand of electric refrigerator. Your association advertising, based on primary appeals with the slogan "Take Tea and See," is a sound approach to building tea sales.

Of course, those of you interested in sales of your particular brand of tea recognize that consumers are not intensely loyal, and that they do a good lot of brand jumping. So follow up industry advertising by extolling the merits of your particular brand of tea.

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# Beam hot tea program at restaurants

Sales of iced tea in restaurants are rising sharply, but there is no room for complacency on this score. Moreover, the industry still faces the need for unrelenting effort to achieve progress on hot tea in public eating places.

These conclusions emerged at the symposium on "Selling the Public—Through Restaurants" at the sixth convention of

the Tea Association of the U.S.A.

Philip I. Eisenmenger, chairman of the association's restaurant committee and assistant to vice president of Standard Brands, Inc., reminded the conclave that restaurants, which account for 25 per cent of the tea volume in this country, serve a total of about 60,000,000 meals a day.

Sales of iced tea in public eating places are rising sharply, reported Mr. Eisenmenger, who chaired the symposium. In 1950 the sales were up 50 per cent, and indications are that

in 1951 the increase will be about 30 per cent.

Roger E. Gagnon, of the John R. Thompson Co., said that in his company's restaurants sales of iced tea would be about one-third greater in 1951 than in 1950, and in 1950 the sales

were much higher than in 1949.

His firm uses double-strength iced tea made with the twoounce bag in line with procedutes suggested by the Tea Bureau, Mr. Gagnon reported. With each glass, they serve one-eighth lemon wedges, not slices, and plenty of ice. Mr. Gagnon credited Oscar Gorenflo, of the Tea Bureau, with teaching his organization how to make and serve iced tea properly.

Thompson did not stop at proper preparation of the product, Mr. Gagnon said. The company also merchandised it. They used banners, window displays, backbar slips and

lapel badges.

He declared that the company had decided not only to put on another iced tea program next year, but to sell the beverage all year 'round in some parts of the country.

In answer to a question, Mr. Gagnon said his firm had been using a two-ounce bag since 1949. The two-ounce bag was preferable, he felt, since the alternative of two oneounce bags permitted the possibilities of errors in the preparation of the brew.

From the floor, Edward J. Vinnicombe, Jr., of McCormick & Co., Inc., underlined the value of the two-ounce bag and

called on all packers to make and sell them.

George M. Witt, of the National Urn Bag Co., leading packers of tea bags for the trade, said his own firm could pack two-ounce bags as called for, and assumed the same was true for other packers. In fact, the bigger the demand for the two-ounce bag the better, he added, since greater volume would make the production of this size more efficient.

The two-ounce bag, it was emphasized by a number of the speakers at the symposium, would make it easier to hold those restaurants already converted to double-strength iced tea, making it harder for them to go back to the one-ounce size.

The industry now has a real program which it can go out and merchandise to boost hot tea sales in the institutional field, James J. Booth, director of merchandising for the Tea Bureau and member of the Tea Council, told the symposium.

He revealed that after the convention the merchandising staff of the Tea Bureau, acting on behalf of the Tea Council, would begin a tour of 37 of the most important markets in the country. Part of their work will be the presentation to



Philip I. Eisenmenger



James J. Booth

packer salesmen of the Tea Council's program, as well as material to sell and service their customers.

Mr. Booth gave to the convention the presentation that will be made to the packer salesmen.

The presentation emphasized that for every customer who takes tea in a restaurant, there is another regular tea user who doesn't—because over the years he has come to feel he can't get a decent cup of tea in a restaurant. What to do

First, improve the tea service, the presentation points out. Use boiling water, which means a temperature of 212 degrees, because anything less simply can't unlock the tea flavor. Moreover, use nothing less than a 200 count bag. Also, abolish the so-called "dry service," demonstrating with a thermometer how quickly the temperature of water in the cup drops. When the tea service has been improved, the restaurateur should let the public know about the improvement.

For the packer salesman, the key problem is selling his restaurant operators on this improved tea service, the presentation continues. He can do this by telling them about the Tea Council's \$1,600,000 campaign to increase tea consumption in this country, including expansion of demand for tea in the hotel and restaurant field.

The packer salesman can also show the restaurant that, at the rate of ten cents a cup or a pot, there is a gross profit of between eight and a third cents and nine cents, depending on whether the customer takes milk, cream, lemon or a combination. At that rate, the missing second customer for tea is important money lost.

Mr. Booth told the symposium that everything in the presentation is covered in a brochure for packer salesmen made

available to the trade by the Tea Council.

To help the restaurant operator merchandise hot tea, the Tea Council has prepared backbar strips with a family resemblance to the industry's consumer advertising on tea, and promotion stamps which can be pasted right on the menu.

#### IT'S BRETTON WOODS IN 1952

At the first meeting of the board of directors after the 1951 convention, the site for the next convention of the Tea Association of the U.S.A. was voted.

The Mount Washington Hotel, Bretton Woods, N. H., is the place. If your appointment pad goes that far ahead, circle these dates: September 21st-24th, 1952.

#### Drive to pierce barriers

(Continued from page 47)

"In that case, these words will have a very good chance of becoming a mental 'sign on the wall' in millions of kitchens, operating at the psychological moment of decision."

Sixteen different full-page, full-color advertisements like the ones shown to the convention will appear in Life magazine during 1952, Mr. Heath revealed. He explained this as one of speaking loudly in one place, rather than with a weak voice in many places. Life magazine, he said, has a weekly circulation of 5,228,654, and a single issue is read by 28,700,000 people.

To reinforce this coverage in large metropolitan areas, cities of 100,000 and over, the media program calls for nine advertisements in each of 344 newspapers circulating in 32 such markets. Total circulation: 19,000,000 copies. All but five of these newspapers will carry the tea advertising in color.

The program also has provision for exploring the possibilities of tea promotion via television and radio.

T-V broadcasts have been arranged as a series of spots at station-break time, to be started, on a limited basis and as a test, in Syracuse, N. Y. Results will be checked in terms of tea consumption by the Elmer Roper organization under the overall direction of Dr. Hans Zeisel, Tea Bureau director of research.

Examples of TV commercials, built around the "Take Tea and See" theme, were projected on a screen for the convention audience, which seemed to receive them favorably.

Radio advertising, apart from television, will be used in Rochester, N. Y., Peoria, Ill., and Fort Wayne, Ind. The effectiveness of these radio efforts will be measured by

#### TEA MEN ARE ON THE OFFENSIVE

At this moment you fellows in the tea industry have the initiative. Now—if you can stay on the offensive, if you can keep that initiative—there is only one possible place you can go, and that is forward.

Make no mistake about it. In the building of a stronger tea industry, as in the building of every worthwhile thing in the world, the race belongs to the swift.

—Milo Perkins, business consultant to the Tea Bureau, in a talk called "The Last Word," wind-up observations at the sixth annual convention of the Tea Association of the U.S.A.

keeping tabs on the whole-to-retail movement of tea in the

The "Take Tea and See' advertising, with its poster-style graphics, is particularly well adapted to effective tie-ins by tea packers—not only in advertising but also in packaging, merchandising and promotional efforts at the retail level, Mr. Heath concluded.

#### See more tea from Tanganyika

In the new tea area of the Southern Province of Tanganyika, climatic and soil conditions have been found very favorable and acreage and production should increase sharply during the next five years. Private capital investment in this area has received official encouragement from the Tanganyika government in the allocation of Crown lands, the granting of loans, and upward local price revision.

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Exporting Teas at Far Eastern ports
Arranging insurance and ocean freight to U.S.A.
Financing Teas to U.S.A.
Entering shipments through U.S. Customs
Warehousing Teas in U.S.A.
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NEW YORK . PHILADELPHIA . BOSTON . CHICAGO . SAN FRANCISCO . SHIZUOKA (JAPAN)

TEA IMPORTERS -

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

## Delano's hole-in-one highlights sunny golfing at Greenbrier convention

With bright sunshine stirring even armchair habituees among delegates to the sixth annual convention of the Tea Association, sports facilities at The Greenbrier were given full play during the afternoons, left thoughtfully free for recreation.

Golf, as usual, proved the prime drawing card and produced keen competition. Winner of the men's kickers handicap the first day was Donovan B. Stetler, who was trailed by D. R. Harper and Laurie Shaffie. On the distaff side, the kickers handicap was captured by Mrs. George Neff, with Mrs. Bernard Weiser second.

Low gross in the men's handicap medal tournament was chalked up by J. C. Barrett, low net by Edward J. Vinnicombe, Jr. Second low net winner was W. D. Wilson; third, D. R. Harper.

Topping the men's kickers handicap on the second day was Edward McDonald, with Charles A. Fielder and Gervas Huxley second and third.

McCormick ladies swept the women's kickers handicap on the second day. Mrs. Charles P. McCormick won, followed by Mrs. Edward J. Vinnicombe, Jr.

The third day's golfing saw J. L. Robinson come out ahead in the men's kickers handicap, with Edward Bond and C. William Felton treading on his heels. Winners in the women's division were Mrs. Wylie Kinny and Mrs. C. W. Felton.

Burton Le Vee took a prize with a tee shot nearest the pin on the 18th hole.

All the golf prize winners looked enviously, however, at C. B. Delano, who sank a hole-in-one during the convention.

Round-robin competition on the tennis courts saw four of the racquet wielders emerge as winners. They were Harold Suttle, J. Thomas Griffin, John Slater and Carl Seeman, Jr.

#### SEES OUTPUT OF CONSUMER GOODS HOLDING DESPITE WAR IMPACT

The productive output of the American economy is divided into three main parts: 1. Consumer goods and services; 2. Business investment in productive tools for the repair, maintenance and expansion of our industrial resources; and 3. Government sponsored programs for military and civilian purposes.

The amazing and, in some sense, fantastic thing about what has happened thus far is that through an increase in the total output of the economy, the first side of the triangle—the output of consumer goods and services—has been preserved intact.

As a matter of fact, the current rate of consumption of consumer goods and services is running at about \$200 billion a year as against \$190 billion in 1948.

Leon H. Keyserling, chairman of the Council of Economic Advisors to the President, as the sixth annual convention of the Tea Association of the U.S.A.

#### SAYS "TAKE TEA AND SEE" MATERIAL IS TRADE'S BEST SELLING TOOL YET

From my experience with the "Take Tea and See" material, which I have had the opportunity to carry to the trade personally, I know that of all the things I have ever had as a selling tool, this is one of the greatest door openers that has ever come down the plank.

Gentlemen, this is it! It gives you a thrill to walk in with a story that's different, that's sharp, that's fast and clear, that has sell from the word go.

—Edward T. Ellis, assistant sales manager in charge of national tea sales, McCormick & Co., Inc., speaking on "The Door Is Open" at the sixth annual convention of the Tea Association of the U.S.A.

### Elected to new terms on Tea Association's senior, junior boards

Five tea men were elected at the Greenbrier conclave to new terms on the senior board of directors of the Tea Association of the U.S.A., filling the usual convention-time quota of vacancies on the 15-man body. Four of the five were reelected to the posts.

The association's junior board of directors also elected five members of the trade to fill new terms. All five are new in these positions. The junior board, in addition, named a new chairman and reelected its secretary.

Named to the senior board for terms expiring in 1954 were Edward Aborn, Herbert C. Claridge, C. William Felton, Lawrence A. Flinn and Hayes G. Shimp, Jr.

Mr. Claridge is president of the association, and Mr. Felton is a vice president.

The other members of the senior board are Robert Compton, E. I. Dannemiller, Thomas A. Hamilton, Gordon C. Hunger, Angus W. McAdam,, Edward C. Parker, Donovan B. Stetler, Edward J. Vinnicombe, Jr., Samuel Winokur and George N. Witt.

Newly elected to the junior board were Edward F. Dannemiller, Harry R. Jones, William H. MacMelville, Oscar J. Nickel and Edward Thiele.

Already on the junior board are Fred Baxter, Edward T. Ellis, Clinton Ferguson, Russell M. Field, Donald G. Gill, William Keogler, Jr., Russell L. Morse, Donald Peterson, Henry Semke and Joseph H. Wertheim.

Mr. Field was named president and Mr. Morse was reelected secretary.

#### John Allen named treasurer of Tea Bureau

John Allen has been appointed treasurer and office manager of the Tea Bureau, Inc., it has been announced by Anthony Hyde, the Bureau's managing director.

Mr. Allen was formerly accountant for the National Gallery of Art in Washington, D. C., and was with the Gallery in the office of the treasurer since its inception in January, 1940.

He will join the Tea Bureau staff on November 1st, after completion of his duties at the National Gallery of Art. Mr. Allan replaces Madge Davidson Kilmartin, who resigned recently as the Tea Bureau's treasurer-secretary.

#### Tea steps up promotion

(Continued from page 46)

yet to be joined, he warned—in the homes of 150,000,000 Americans, at their dinner tables.

"If we look at tea in this country in the past 50 years, we cannot help reaching the conclusion that it was a shrinking industry," he declared. "For the last 50 years sales were very static in terms of poundage, while the population kept going ahead. If we compare tea to the other beverages, we see that we really lost a lot of ground in the United States."

Today the industry may no longer be shrinking, he emphasized. "I think we may very well have made the turn," he said. "We may now be part of an expanding industry—but whether I am right or wrong we will not know for another five or ten years, because it real! veakes that long to be able to tell what the trends in tea are."

The industry's customers in the grocery field are much more conscious of tea today than in recent years, Mr. Hyde added. Grocers, he said, are much more aware of tea's profit and volume potentials and know it is something that can be sold if it is pushed.

The road tea is traveling is long and difficult, he underlined, adding, "But it is the right road. If we continue to travel it, we are going to be successful in the long run. We are going to expand the tea market for everybody."

Charles Pryor, chairman of the International Tea Market Expansion Board, Ltd., London, reminded the conclave that while the United States market represents only a little more than ten per cent of the exports of the I.T.M.E.B. countries—India, Ceylon, Indonesia, Pakistan and East Africa—they are

#### GOLDEN TEAPOT WINNERS FOR 1951 ANNOUNCED AT GREENBRIER MEETING

During the final session of the Tea Association's sixth convention, Golden Teapot award winners for 1951 were announced. Given each year to those who have brought outstanding attention to tea or who have been responsible for some new development in the brewing or serving of tea, these awards were presented to Perle Mesta; General of the Army Dwight D. Eisenhower; Bing Crosby; Bette Davis; Mayor Joseph M. Darst, of St. Louis; Darryl F. Zanuck; the National Broadcasting Co., on its 25th anniversary; George Mitchell; fighter Jersey Joe Walcott; Roger Gagnon, food superintendent of the John R. Thompson restaurants; Joseph Hall, of the Kroger Co., and Claudius C. Philippe, of the Waldorf Astoria.

directing close to 50 per cent of their tea promotion funds to the American campaign.

"Why, in a time when there is no world surplus, has the International Board increased both its total fund and its proportionate expenditure here?" Mr. Pryor asked. "Because the Tea Association of the U.S.A. has shown its own faith in the potentialities of the American market by forming its own industrial level promotion fund, so as to join with us in the Tea Council in a really worthwhile effort. Worthwhile not merely because of the total promotion budget the joint effort makes available, but also because through the Tea Council the campaign has behind it the united ex-

# TEA

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BALTIMORE: 125 Lombard St., PHILADELPHIA: 55 S. Front St. BOSTON: 156 State Street NEW YORK: 100 Front St. perience and enthusiasm of both the American tea trade and the producers."

In a talk which touched on broad economic and social trends, Charles P. McCormick, U. S. employer delegate to the International Labor Conferance, Geneva, Switzerland, and president of McCormick & Co., Inc., said that future leaders of American industry, labor and government must be service-minded and human-relations minded.

"They must have pride in our nation, in our way of life and in our system of free, private competitive enterprise," he continued. "These leaders must also be motivated by a desire to contribute something to the welfare and preservation of our ideals of democracy, thus setting an example for others in our own nation and in other nations to follow. Only by example can we convert others to our type of thinking. That is why I contend we need service-minded leaders in all walks of life."

An internationally known writer, speaker, humanitarian and industrial and human relations specialist, Mr. McCormick expressed hope for the future. "I am optimistic," he said, "because I believe we are developing such leaders in the young men who are currently coming up the ladder. They have been tested in the crucible of war, strengthened in the uncertainty of postwar conditions and mellowed by travel and contact with a variety of nations and peoples. There is nothing that has been caused by man that cannot be cured by man."

#### GEORGE MITCHELL'S TEA ICE CREAM MUST HAVE BEEN GOOD

George Mitchell's tea ice cream must have been good!

It was prepared by the Greenbrier staff for serving at one luncheon and one dinner during the convention of the Tea Association.

Mention that the tea ice cream would be available was on the quiet side, including unobtrusive listing on the menu itself.

Yet the demand was so great the tea ice cream disappeared in quick order.

Those who did get a taste of it liked it. They said the tea flavor came through distinctly and refreshingly.

The 1951 tea convention may turn out to be the historic date of the launching of a significant new outlet for tea.

#### **Building sales in 1952**

(Continued from page 49)

You can help yourselves to extra dollars to support your brand of tea by tieing in with your industry's stimulating and well-planned campaign. You can get the PLUS in your brand advertising copy, in your leaflets, in your store displays, on your packages, by tieing in because you are applying a sound principle of psychology—the effectiveness of mass appeal. The force of repetition drives the idea home and makes it stick.

Advertising has often been termed the incomplete sale—incomplete because it needs salesmen interest and support to make the complete sale. And salesmen interest and support mean, of course, a well-planned tea sales campaign that furnishes salesmen with ideas and how they are to be used. In too many cases in my work with companies on (Continued on page 64)

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# Jea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

#### Hot tea in public eating places

What should we do about hot tea service in public eating places?

Some of the things that can be done, the decisive things, are known to us all. We are beyond the stage, fortunately, of having to determine what such measures should be.

These measures include:
An end to so-called "dry

service."

A campaign to eliminate any waitress and waiter antipathy toward bot tea.

Making available a simple, economical source of bubbling, boiling water. This point is, perhaps, the most important for improving tea service. If the water is actually boiling when it is poured, the restaurateur can be sure of a pretty good cup



Robert A. Lewis

of tea. If the water is off the boiling point when poured, the result will be unsatisfactory, Bubbling, boiling water makes the best tea.

A campaign to overcome restaurateur dislike for the handling of teapot, cup and saucer for each serving. Such a campaign can be successful if it rests on the fact that the restaurant operator stands to profit from proper service and teapot, cup and saucer are all really needed for proper service.

Promoting beavier weight tea bags—for the larger pots, particularly. If there is objection to the stocking of different size bags, then the alternate of two or three one-cup bags (35 gr. each) for the ten-ounce pot should be urged.

#### Spark and initiative

Beyond all these measures must come the spark and initiative of the tea men themselves. Everyone in the industry, senior and junior, must be a spokesman for the daily use of good tea properly brewed.

Too many of our colleagues in the tea business order coffee in public eating places, although they spend time between meals conducting their business of selling tea.

We can, ourselves, climb on the tea wagon by beginning to order tea with our luncheons, and also at dinner, when we dine out. But let's not stop there. We can also do some talking about tea to the waiter.

This kind of attitude within the industry may appear, to the individual, to be insignificant. But such actions, taken for everyone in the industry and over a long period of time, will bear dividends.

Yet the direct effect of these actions, though helpful, may be the least of the dividends. More important will be their contribution to the industry's esprit de corps, the spread throughtout the entire trade, down to the packer salesmen and the people they sell, of deeper pride in being part of

(Continued on page 64)

# Packaging

# Korea's impact on consumer packaging

In spite of the heavy demand for containers and packaging materials and a general short supply of basic raw materials, there have been relatively few changes in the consumer type package since the advent of the Korean conflict.

This conclusion was by a nationwide survey conducted recently by U. S. Department of Commerce field offices. The purpose of the survey was to measure the impact of National Defense Act, as reflected by the defense procurement and aid programs, on consumer type containers

and packaging materials.

While it was reported that no drastic nationwide changer or shift has yet occurred, the majority of respondents expressed apprehension about the future container supply. It is with this thought in mind that the various mutations which occurred in consumer packaging during the past year are presented by the Department of Commerce in

an industry report.

In reply to an inquiry regarding the adequacy of supply of containers and packaging materials, respondents indicated that shortages were periodic, but where they were continuing voluntary methods of conservation—such as standardization of sizes and designs—container reuse and the use of alternates were initiated to extend their limited supply. The survey indicated that most programs of this nature were conducted in localized areas and were not generally initiated on a national basis.

#### Coffee shipping cases

Program to standardize and eliminate many sizes of containers were reported from many sections of the country. The five sizes of corrugated containers for shipping coffee have recently been replaced by one standard size. The spice industry also reported reducing its number of shipping packages to four.

In addition to container standardization and simplifications, extensive programs on container reuse have been started in industry as the result of shortages. The scope of this voluntary conservation measure is emphasized by reports from virtually every field office indicating that

major reuse programs are in progress.

Reports from the Baltimore area state that signs such as "Do Not Burn or Destroy! Please Reuse" or "Don't Burn, Sell to Scrap Dealers" were appearing on paper bags

and other containers.

A near nationwide trend to stimulate the reuse of steel shipping drums was also reported. The method used in this instance is to require users to make a maximum deposit on all drums. It was further reported that this program has been very effective in assuring the return of drums.

The limited supply of containers and packaging materials often resulted in a movement to substitute or alternate containers to fill requirements. All respondents indicated that shortages of metal containers have caused a diversion of requirements to glass or paper containers. Reports indicate that high prices were responsible for some container users converting to alternate packages.

It is interesting to note that no report indicated a 100 per cent use of substitute containers. Alternate containers were used only to supplement the supply of their regularly

used containers or packaging materials.

Instances were reported of more coffee being packaged in paper bags than previously. Glass containers are also being used to a limited extent for packaging coffee. One large food processor, however, stated that the amount of coffee packaged would be determined by the availability of metal cans. It was also reported that a large quantity of coffee was moving into paper bags as a direct result of the high cost, rather than a shortage of metal cans.

Although respondents were asked specifically about the quality of containers and packaging materials, there were very few responses indicating any lowering of the high standards. Reports also indicated that any reduction in the

quality was short-lived.

This summary of significant developments in consumer packaging indicates that relatively few nationwide changes have occurred as the result of the present state of national emergency. It is clearly indicated, however, that the movement has been from metal to the more plentiful glass and paper containers. The flexibility of all containers and packaging materials as substitutes or alternates and the ability of container and packaging manufacturers to cope with supply problems have been major factors in preventing any undue hardship to container users.

These factors, in addition to the various effective methods of packaging conservation, should to a great extent, moderate the present apprehension about the

future container supply.

#### Federacion Catetalera Centre-America-Mexico-El Caribo

Members of the Federation include Mexico, Guatemala; El Salvador, Honduras, Nicaragua, Costa Rica, Cuba, Haiti and the Dominican Republic.



These packages, which give the impression of fine quality, are designed to reflect the quality of the tess inside. Put up by the Les Foods Division, Consolidated Grocers Corp., Kanses City, Missouri, they are reported to have expanded steadily in volume from year to year. The caniter, popular as a gift package, contains four different test in tea heavy. Cavion Designifing, Formose and Janning.



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Journal of Commerce





### PMMI elects Stevens president at largest annual meeting yet

The Packaging Machinery Manufacturers Institute at its nineteenth annual meeting, held at the Mid Pines Club, Southern Pines, N. C., elected the following officers for the coming year:

President, G. Radcliffe Stevens, president, Elgin Manufacturing Co., Elgin, Ill.; first vice president, Palmer J. Lathrop, president, Cameron Machine Co., Brooklyn, N. Y.; second vice president, Edwin H. Schmitz, general sales manager, Standard-Knapp Division, Emhart Manufacturing Co., Portland, Conn.

Three new directors were elected: Mrs. Helen Horix Fairbanks, president, Horix Manufacturing Co., Pittsburgh; Edwin E. Messmer, vice president, Amsco Packaging Machinery, Inc., Long Island City, N. Y.; and Herbert H. Weber, president, H. G. Weber & Co., Kiel, Wis.

Attendance at the four-day conclave was the largest ever registered at an annual PMMI meeting. The program included two-day business sessions, and various social activities.

### Couch, now with NPA, named head of Packaging Institute

The largest and most successful convention of the Packaging Institute ended when the Thirteenth Annual Forum adjourned after a three-day meeting at the Hotel Commodore, New York City. Total gross registration was 1,056 persons, a 32.6 per cent increase over the 1950 Forum.

At the business session the following directors were elected: Robert de S. Couch, General Foods Corp., New York City; E. F. Dival, Corn Products Refining Co., Argo, Ill.; G. Norwood Fisher, Kraft Foods Co., Chicago, Ill.; H. Lyle Greene, Peters Machinery Co., Chicago; F. S. Leinbach, Riegel Paper Corp., New York City; H. A. Miller, Burt Machine Co., Baltimore.

Herbert T. Holbrook, of the Standard Cap and Seal Corp., Jersey City, N. J., was appointed a director by the board to fill a vacancy occurring subsequent to the election.

New officers named by the directors included: president, Robert de S. Couch, who is at present serving on the National Production Authority as director of containers and packaging; vice president, R. Chester Reed, secretary of the packaging committee, The Texas Co.; vice president, F. S. Leinbach, assistant sales manager and secretary, Riegel Paper

Dr. L. V. Burton was reappointed executive director.

#### Heads NPA glass container section

Frank Baumgardner, manager of market analysis for the Anchor Hocking Glass Corp., has been appointed chief of the glass container section of the National Production Authority, Containers and Packaging Division, Washington, D. C.

Mr. Baumgardner has had nearly 20 years of industry experience in the field and in his company's general office.

#### Coffee blends in Mexico

It has been estimated by some members of the local coffee trade that Mexican coffee blends now consist of about 40 per cent natural coffee and 60 per cent adulterants, such as horse beans, black beans, chickpeas and burnt corn.

### THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

# Spices and flavors

By DAVID E. LAKRITZ, Chief Chemist Florasynth Laboratories, Inc.

A common and accepted definition of spices is the one given by the U. S. Department of Agriculture many years ago: Spices are aromatic vegetable substances used for the seasoning of food. They are clean, sound and true to name, and from them no portion of any volatile oil or other

flavoring principle has been

removed.

U. S. D. A. also defined a flavoring extract, intended to be used solely for food purposes, as a solution in ethyl alcohol of proper strength of the sapid and odorous principles derived from an aromatic plant, or parts of the plant, with or without its coloring matter, and conforms in name to the plant used in its preparation.



David E. Lakritz

If no alcohol or little of it is used as the solvent, the preparation cannot be called an extract but simply "flavor".

For instance, lemon flavor in general should conform to the

For instance, lemon flavor in general should conform to the definition of flavoring extract, except that it need not contain alcohol but it must contain an equivalent amount of the natural flavorant. Otherwise it is considered and must be labeled as an imitation flavoring.

These definitions clearly indicate the close relationship between spices and flavors and the closeness of this relationship will readily be grasped from the following discussion.

#### Classification of spices

There are a number of different ways in which spicy materials may be classified and grouped. For example, we may put them into botanical family groups like the mint family (Labiatae), to which the mints peppermint, spearmint, horsemint, rosemary, origanum, marjoram, sage and the like belong; the ginger family (Zingiberaceae), to which ginger and turmeric belong; the lily family (Liliaceae), to which family garlic and onion belong; but it is often difficult for some to see almost any resemblance in some of the members of such botanical family groups.

It will serve the purposes of this article better to classify spicy materials in a more practical from-the-point-of-viewof-the-industry-and-the-consumer manner. Such flavoring substances are known as aromatic seeds, as herbs, and as

spices.

In the first group we have those that are sold as "seeds", namely: anise, caraway, cardamom, celery, coriander, cumin, dill, fennel, fenugreek, mustard and poppy. Actually some of these are not seeds in the true sense, for anise, celery and cumin are dried fruits. In the second group, that of the herbs, we have flavoring materials such as peppermint, spearmint, basil, laurel leaves, sage, parsley, savory and thyme, and some others. In the third group, which is considered by some authorities to be the real group of spices, we have the materials cassia, cinnamon, clove, ginger, mace, nutmeg, pepper, pimento, and turmeric. Sometimes the members of the Capsicum family, cayenne pepper, chili pepper, paprika and the red peppers, are included.

One additional group comprises what is known as flavoring salts, even though the term salt used in this connection is a distinct misnomer. This group includes such items as powdered garlic, onion, celery and a combination consisting of powdered spices, herbs, aromatic seeds, common salt, hydrolized proteins and monosodium glutamate. This combination

is also known as seasoning salt.

#### Essential oils

Of great interest to the flavor manufacturer and those industries using flavorings are the essential oils which are derived from the spice materials mentioned.

There are two principal methods employed for obtaining essential, or as they are also known, volatile oils from spice materials. These are distillation and solvent extraction. Other methods are used for essential oils derived from raw materials that are not considered as spices, for instance, the citrus fruits.

Each of these methods has several variations. For example, distillations can be performed with steam, with water, with ethyl or other alcohols, or by directly heating the raw material. Sometimes the distillation is performed with the aid of vacuum. At other times several cuts at different temperatures are taken so as to get different products. This variation is known as fractional distillation.

Solvent extraction can be made with low boiling solvents like ethyl alcohol, methyl alcohol, acetone and other low boiling ketones, petroleum benzine, ethyl ether, chloroform and other organic solvents. New methods have been devised in which liquidified hydrocarbon gases like butane are used under pressure for the extraction of the volatile oil. The oil is then recovered by evaporation of the solvent.

High boiling solvents like odorless and tasteless fats and oils may also be used for the extraction. The volatile oil may then be recovered by distillation, low boiling solvent extraction or by other methods.

Solvent extraction may be done batchwise with successive portions or fresh solvent, or countercurrently on a continuous

# ah! what delicious



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#### Spices vs. essential oils

For many years there was considerable discussion concerning the use of these flavoring materials. The most dogmatic maintained that the use of spice material was harmful for undesirable microorganisms, and extraneous material could be introduced into the product being flavored, with consequent spoilage of the product. There was serious adulteration of spicy materials, with a consequent rise in distrust on the part of the purchasers. These and other difficulties could be avoided by sterilization of the spices with new techniques, proper selection of the spices, and use of packing materials to conform with governmental and commercial specifications.

The spice advocates pointed to the fact that the essential oil did not contain all of the flavoring of the original spice and that it was impossible to get certain effects with oils in the place of spices, that spices at times contain substances with antibiotic activity which is not carried over into the essential oil.

Extreme points of view on both sides are not necessary. Each type of product has its own uses and is to be preferred for special purposes. One cannot sprinkle a cinnamon bun with cinnamon oil and get the same appearance that can be achieved with cinnamon powder. On the other hand, uneven particles of cinnamon powder would in many instances make a salt water taffy unattractive, while a cinnamon oil would give the desired flavor to the candy without possible adverse effect on the texture. In many instances, a combination of the two may give the best results.

#### Spices for flavorings

Through their essential oils, the spices have a very important part in the preparation of flavorings. One need but glance through any book dealing with flavors in order to see how often these essential oils are used in flavor compositions. Almost every flavor manufacturer stocks essential oils, not only for use in his own formulations, but also as items in his catalog for sale to his customers.

We all know that natural flavors are very complex blends of flavorants. The essential oils themselves are very complex materials, often consisting of some 20 and more components. Hence the spices from which they are obtained are even more complex. In the preparation of imitation and artificial flavorings, we can obtain superior products if they are properly blended. Superior flavoring products assist in the preparation of a high quality final product.

Natural flavoring materials contain certain ingredients, sometimes in trace amounts, that give the flavoring a top note, as it is called in the language of both the perfume and the flavor formulator. It is often possible, by the addition of an essential oil in only small amounts, to give an imitation or artificial flavor a top note. In effect, the small amount of essential oil added supplies the trace ingredient giving the top note.

In the formulation of imitation fruit flavors, it is often desirable to give the product a trace spicy effect. Sometimes cinnamon or cassia oil are used to get this effect. At other times other oils will be found to be more suitable.

Ground spices are mixed in certain proportions to provide special flavors which are designed for certain food products. Among these are formulations for use in pickling cucumbers; in seasoning meats; in adding flavor to meat products, such

(Continued on page 63)

# ASTA goes Mexican for fiesta

The American Spice Trade Association's annual dinner for food writers, one of the top gourmet events in New York City, took the form this year of a Mexican fiesta.

Held last month at the Hotel Astor, the dinner featured foods from south of the border, but with a spice industry background which made it real news to the association's

guests, the food writers and editors.

Even more than at previous food writer dinners tendered by ASTA, the fiesta proved a springboard both for detailed spice mentions in the press and, even more important, for a deeper understanding of spices on the part of the writers.

Flowers flown from Mexico decorated tables laden with courses from lima bean soup to pumpkin seed nuts. The main event was "guajolote borracho con arroz," or turkey drunkard style with rice, a Mexican fiesta dish in a spiced

wine gravy.

The dinner menu was the result of nine months of research and tastings on the part of the spice trade association, which discovered early in the game that good Mexican cooking is not necessarily hot, and that chili con carne is an American invention. The dishes selected were those suitable to the American palate and the American kitchen.

At a reception preceding the dinner, guests sampled tequila cocktails and hors d'oeuvres, including shrimp fritters

with chili sauce and pastry with bean filling.

Enrique Ballesteros, acting Mexican consul general in New York, joined Harry J. Schlichting, ASTA president, in greeting the association's guests. The Mexican Government Tourist Bureau was represented by its director, Carlos Baz.

Decorations at the dinner were authentic, including two life-sized burros which were used on a fiesta float in Sonora, Mexico, and handmade Mexican cages which housed roosters and canaries. Fiesta parasols were suspended from the ceiling and "rastas" of chili peppers decorated the entrance to the dining room.

One of the features of the menu was a lima bean soup served with a condiment tray of chopped eggs, raw vegetables and nuts. Delicious and distinctive in itself, the soup took on new flavor and character with the addition of each con-

diment.



ASTA proved, at its annual dinner for food writers, that there's more to Mexican cookery than tameles and enchilades. At this table (seated, from left) ere: Thomas F. Burns, of Thomas F. Burns, loc., spice broker; Mrs. John A. Sherman; Chester A. Halnan, of the United States Department of Agriculture: Miss Thelma Weir, of Publicity Associates, Inc.; S. G. Bridge of the American Can Co.; Mrs. Gaynor Maddox; Mr. Gaynor Maddox, of NEA Syndicate; Mrs. John J. Frank; Mr. John J. Frank; The Frank Tae and Spice Co., spice grinders, and ASTA vice president. Standing (from left) are: John A. Sherman, of the A. C. Israel Commodity Co., Inc., spice importers; Mrs. Matha Burns; end Harry J. Schlichting, secretary-treasurer of B. H. Old & Co., spice deelers, and ASTA president.

Conspicuous by their absence from the menu were the foods which Americans usually associate with Mexican cookery, such as tamales, enchiladas and other dishes using tortillas as the basic ingredient. Tortillas were available on tables as bread, and tostadas with meat sauce were served as the appetizer. The tortilla dishes were generally avoided because of the difficulty of securing tortillas in some sections of the United States, although they are becoming available in cans as interest in Mexican cookery increases.

The nutritional value of Mexican foods is just beginning to be understood in this country, and will be a distinct shock to the pride of the average American, ASTA poins out. A study of 224 different varieties of Mexican foods by Dr. Robert S. Harris, director of the Nutritional Biochemistry Laboratories at the Massachusetts Institute of Technology,

revealed the following:

"Many of them (Mexican foods) were richer in certain essential ingredients than any of those listed in the official compilation of the U. S. Department of Agriculture. From the Rio Grande to the Canal Zone our good neighbors have almost everywhere a greater variety of more nutritious foods in their backyards than we have . . . The humblest Indians and mestizos often suffer less from malnutrition than does the average, middle-class family in the United States."

Carrying out the fiesta theme, the spice trade members provided Mexican music, played by the Jimmy Lanin Orchestra, featuring Pepito and his Mexican Troubadours.

The spice trade's printed menus, whose design each year ranks them as collectors' items, featured the Toltec God, Quetzalcoatl, the "creator of man, discoverer of corn, inventor and patron of the arts and crafts and the originator of the calendar."

# What's in that pepper shaker?

Alarmed at increasing reports that pepper shakers in restaurants more often than not don't hold pepper, but an imitation, the American Spice Trade Association has moved energetically to end such deception. This statement, beamed at restaurant associations and magazines, is one of the weapons ASTA unlimbered in the battle.—Ed.

It has become increasingly and alarmingly clear that the little shakers on restaurant tables which supposedly contain pepper more often than not hold some substance made to resemble pepper close enough to fool the average patron, who automatically picks up the shaker, shakes black stuff on his food and makes a mental note that the food in this restaurant tastes flat.

True, the shakers are not labeled, but as there is a definite implication that the content is pepper, is it legal for the restaurants to fill them with any junk they please?

More power to the Bureau of Food and Drugs in the New York City Department of Health, which is doing something about it. They have offered to alert their inspectors to examine containers on restaurant tables and inform the owners that the public expects to find pepper in what are obviously pepper shakers. They will also suggest to the owners that if the material being used is not pepper, it would be only

fair to print that fact on the menus or on the pepper shakers where the customers can see it.

The inspectors will examine such containers especially for signs of infestation, which, if discovered, would enable the Board of Health to take over and use whatever measures may be necessary. It is a well-known fact that ground soya, ground buckwheat, ground cottonseed hulls and other grains, which are often used to cheapen pepper, are particularly susceptible to infestation. Pure black pepper is practically immune to such infestation. In fact, in the Far East, it is used like moth balls to repel insects in clothes closets.

A lot of restaurant owners say pure black pepper is so high in price they cannot afford to use it. The average American, according to statistics, uses three ounces of pepper a year. Let's assume that this costs the restaurant 75 cents which, a little calculation will show, brings the cost to about \$0.0006 per person per meal.

Is the price of pure black pepper therefore really costing the restaurant owner any money? Wouldn't he gain a lot by giving his customers and patrons that extra flavor that marks the difference between artistry and humdrum victuals?

Suppose the restaurant owner actually had to name the contents of the shaker he holds out to the public as pepper. Would you shake any soya bean dust, cottonseed hull dust or buckwheat dust on your scrambled eggs? It makes you sick to think of it. Pinch a penny and spoil a steak.

#### White pepper imports down

Imports of white pepper into the United States declined from a prewar annual average of 6.4 million pounds to 2.6 million pounds in 1948, 1.5 million pounds in 1949, and 0.7 million pounds in 1950. Practically all of the white pepper imports came from Indonesia.

# Spice millings

#### ASTA forms more regional committees

More regional committees of the American Spice Trade Association were formed recently during a visit to California by Harry J. Schlichting, president of the organization.

A San Francisco regional committee was set up under the chairmanship of Robert Clayton, with Ralph J. A. Stern as secretary.

In Los Angeles a Southern California regional committee was formed, with Lloyd C. Bellisime as temporary chairman.

Already in existence was the Chicago regional committee, headed by Charles F. Mayer.

#### Sees small pimento crop in Jamaica

The Jamaican 1951 pimento (allspice) crop probably will be the smallest harvested in Jamaica for many years.

Only about 20,000 bags, or about 2,000,000 pounds, of pimento berries will be picked and exported in 1951, according to dealers and Government officials.

The 1950 crop totaled 4,616,686 pounds and the 1949 crop amounted to 8,536,611 pounds.

#### 1950-51 ginger crop is larger

The 1950-51 ginger crop in Jamaica amounted to about 2,800,000 pounds as compared with 2,588,828 pounds in the preceding year.

Rising ginger prices on world markets, with resultant plantings of new land in ginger root, plus favorable weather, are among the principal factors which have caused gingerroot production to increase.

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#### New revenue bill increases alcohol tax

The tax on distilled spirits for such uses as flavors and extracts has been increased from \$9.00 to \$10.50 per proof gallon by the Revenue Act of 1951, which became effective November 1st.

The new law increases draw-backs so that a net tax of \$1.00 per proof gallon is finally paid. With the tax rate of \$10.50 per proof gallon, this is accomplished in Section 462 of the act providing in Section 3250 (1) of the code a draw-back of \$9.50 per proof gallon. When the tax rate reverts to \$9.00 per proof gallon, the draw-back is to be decreased to \$8.00 per proof gallon.

#### FEMA research group shapes plans

The Scientific Research Committee of the Flavoring Extract Manufacturers' Association recently held its fall meeting at the Lake Shore Club, Chicago. Dr. K. R. Newman, of American Home Foods, Inc., presided.

Plans were laid for research for the coming year, particularly for special investigations on vanilla beans, vanilla extracts and flavors. Extensive plans were made for cooperation with a considerable number of dairy colleges.

Over the years the committee has done much to contribute toward the use of better flavors in flavoring ice cream and other frozen foods made by the dairy industry. This year the group also plans to work in cooperation with the candy and bakery industries.

#### Spices and flavors

(Continued from page 60)

as pork sausage and other types of sausage, frankfurters, bologna, liverwurst and other types of wurst; in spicing bakery products, such as mince pie, pumpkin pie, apple pie, and pastry. Spice mixtures are also put up for flavoring and seasoning hamburgers; smoked meats like hams, tongues, and brisket of beef commonly called corned beef; poultry; and fish, particularly smoked fish.

Often the food processor relies on a master worker to flavor his food product, using individual spices as his source. It is more likely that uniformity of flavoring can be obtained if reliance is placed on flavoring mixtures prepared by reliable flavoring extract manufactures.

Some flavor manufacturers have mixtures of essential oils, with and without added synthetics, which are designed for the same purposes as the mixed spices. In addition, they offer wholly synthetic substitutes and a variety of other products, such as spice sauce bases employed in catsup, Worcestershire sauce, barbecue sauce and the like. Most flavor manufacturers also offer some spice oleoresins, such as the oleoresins of capsicum, ginger, poppy, papricka and others.

It can be seen that the flavor manufacturer cooperates with both the spice industry and the food industry in the employment of spices for flavorings.

#### New essential oil plant started in Halti

The new distillation plant of the Anacoona Aromatics Co. at St. Michel, Haiti, was officially inaugurated recently.





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# MAPLEAROME



#### Lewis: Public eating places

(Continued from page 56)

a dynamic industry made up of men devoted to their products. In our travels we have been quite well pleased, by and

large, with the quality of the tea in tea bags. Every packer now recognizes the importance of having his choice blend

maintained at concert pitch.

He must also be sure his finished goods don't remain as shelf warmers in the grocery stores. Tea, essentially dehydrated vegetable matter, is perishable merchandise which after a season or two becomes stale and loses a portion of its flavor bearing essence, even when packed in bulk and stored in a dry warehouse.

Extra effort should be made to move store stocks of tea bags as quickly as possible, in order to provide the public

with fresh tea.

Tea consumption seems to be on the increase, even though such a trend is not reflected in import figures. It may be said that the large import figures of the recent year reflected inventory accumulation resulting, for the most part, from the Korean disturbance beginning in June, 1950.

At that time tea buyers began to acquire stocks to be stored away as a precautionary measure just in case supplies from India, Ceylon, Java and East Africa were reduced or cut off as the result of the imminence, or outbreak, of war.

This policy seemed prudent at the fime, but heavy inventories are costly to carry, and it has taken considerable effort by packers to move their finished goods from tea warehouses to retail stores, and from the stores to consumer pantries.

To accomplish the latter movement, the distribution pattern in recent months accented deals of all kinds, such as coupon arrangements, cash refunds, premiums, one-cent sales, etc.

Many householders today have an extra package of tea at hand, and the problem facing distributors, with special point at this time, is getting the consumer to drink tea more frequently. Broader consumer publicity for tea and intensified promotion of tea are very much in order.

In this connection, we noted in the September issue that Hayes G. Shimp, Jr., advanced the "personal touch" idea when he wisely said that "repetitive demonstrations of tea making in your stores, your factories, your offices . . . and over local radio and TV, can and will succeed". Also, he added,

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"while we are demonstrating, what about showing tea making at food exhibitions and county fairs?"

We like, too, Mr. Shimp's suggestion about schools: "Last but perhaps most important, is our local, personalized approach through the school system. Is there a class of home economics that could refuse a proper demonstration of tea brewing?"

This corner applauds Mr. Shimp for his sound, timely reasoning. Many in the trade will agree that in the next 12 months there should be more and more visual demonstrations of the "cup that cheers". Also, that television is an effective medium, in this respect, for alerting the public, young and old, to the enjoyment and comfort to be derived from the world's most popular beverage.

#### **Building sales in 1952**

(Continued from page 55)

salesmen training, they have taken for granted that salesmen will tie-in when they give them a page ad from *Life* magazine. By giving salesmen ideas and by selling them on the ideas that work, you multiply the effects of your industry campaign and your own tea brand advertising.

Because buyers are willing to switch, are generally pretty disloyal, you in the tea industry can grab a bigger share of the beverage consumption in homes and institutions. In fact, in a couple of instance I tried it out.

1. With three businessmen—clients—at lunch and when the choice of a beverage came up, I suggested tea. All four ordered it.

2. With two businessmen at home on a hot evening, we were asked how we wanted our whiskey. I suggested iced tea—really switched them from Calvert's to tea.

Sure it's a tough job to build more tea sales and it does need constant hammering at the market. In my work with a number of companies and with trade associations, I have found that following sound marketing practices builds the sales.

In summary, the five points I have stressed for building tea sales in 1952 are:

1. Your market is changed today. The home buyer and the institution buyer are more choosy, more exacting.

You have competition not only on the retailer's shelf
 —but for tea, you have competition also on the pantry
 shelf in the home and the institution.

3. Products are successfully sold when successfully in use in the home or the institution.

4. You can "plus" your tea brand advertising by tieing in with the industry's tea campaign.

You can multiply the effects of industry and brand advertising by developing ideas for the salesmen and training them how to use them.

And there's drama and human interest and sales power in tea, coming as it does from the far carners of the earth, a product that's the world's most popular beverage, that was the favored drink of the early rugged pioneers, that was the favored beverage of Washington and Jefferson, a product for which no apologies need ever be made—a thoroughly delightful drink, hot or cold!

# Harry Salter, Colombo tea man, on way home after visit to U.S.

Harry Salter, tea buyer in Colombo for Harrisons & Crosfield, Ltd., who had been visiting the trade in the United States, flew to Australia last month on the first leg of his return trip to Ceylon.

#### Tea's consumer franchise

(Continued from page 48)

the neighborhood of 400,000 grocery, combination grocery-meat and country general stores with virtually every single store handling some brand or type of tea. Fortunately, it is not necessary to measure the sale of tea across the retail counter of all of these stores. We can scientifically select 1,600 stores representing all parts of the country, all store types and sizes and all county and city sizes.

Some idea of the magnitude of this job can be gained when you realize that these 1,600 stores account for approximately 1.25 per cent of all grocery and combination grocery-meat store business in the country and serve the needs of some two million consumers. Many years of experience operating this service in the United States since 1934, in the United Kingdom since 1939, in Canada since 1944, and more recently in Australia have indicated the surprising degree of accuracy obtainable with scientifically designed cross-sections of this magnitude. These figures are continually being checked by our clients against their own factory shipments. After allowing for the sale of each client's products through types of outlets not covered by the Nielsen Food Index such as restaurants, hotels, institutions, etc., these accuracies generally fall within the range of plus or minus two per cent.

After these stores have been selected it then becomes necessary to audit the stocks, which is done at 50-day intervals.

Thus far we have been talking about sales to consumers. Nielsen Food Index data also include other types of information

In addition to consumer sales we get information regarding purchases by retailers, the retail stock situation,

the number of times the stock turns per year, the distribution or retail placement of each product, the per cent out-of-stock, prices, retail gross profit, the extent of dealer push, and total sales—all broken down by brands, territories, county sizes, store type and size, etc. This provides each client with the data whereby he can analyze the effect of his advertising, sales work and promotions.

Now that we have seen how these data are prepared we are in a position to make a closer appraisal of trends in the sale of tea during the past ten years.

The consumer purchased 69.3 million pounds of packaged tea and tea bags combined through retail grocery and combination grocery-meat stores during 1950. This represents approximately 75 per cent of total tea consumed in the country, with the balance of 25 per cent going through institutions, restaurants, hotels, the army, etc.

You will note that there has been a steady growth in the amount of tea purchased by consumers since the artificially low point of 1943, when consumer sales were only 43.5 million pounds. This artificially low position was, of course, due to the restrictions placed by tea order M-111, which affected consumption in 1943 although imports were affected a year earlier. You will note that progress from 1943 has been steady and that these figures on consumption are not subject to the same wide swings as the import figures.

Probably our best comparison is over the entire tenyear period from 1940 to 1950. The 1950 figure of 69.3 million pounds purchased by the consumer is 14 per cent ahead of the corresponding 1940 figure of 60.8 million pounds. This is a fair comparison since tea was in free supply during both 1940 and 1950.

(To be continued)

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# New York News

■ ■ If the number of coffee men at the Exchange has picked up lately, the reason may have nothing to do with market factors. The reason may be the transforma-tion of Hanover Square, which the Exchange faces.

The transformation began when the El spur to South Ferry was removed. The Square, which had been in the shadow of the steel girders for 73 years, blinked its eyes in the unaccustomed sunlight.

Then workmen descended on the Square and for a while the area below the broad windows of the Coffee Exchange looked like a transplanted chunk of Korea.

Slowly the wonder they were working became apparent. There, on Hanover Square, a park was taking shape-with cobblestones, benches and even trees!

Early this month the transformation became complete. The park was dedicated -not at the Square, for some strange reason, but at a dinner at the Downtown Athletic Club

With the addition to the Square of sunlight and trees, buildings surrounding it are also being spruced up. India House, for example, has disappeared behind temporary scaffolding.

The problem in the Coffee Exchange may now be to keep eyes on the quotations, instead of on the touch of country just outside.

■ In New York City for a week's visit was Dorival Guimaraes Silveira, of Prudente Ferreira Comissaria e Agricola. S. A., who flew up from Brazil with his

He visited friends in the coffee fraternity, making his headquarters while here at the offices of Otis, McAllister.

His visit to this country was the first leg of a longer trip. He went on by air for a 15-day tour of the main centers in Europe, where he planned to contact coffee buyers. Among the countries he scheduled for visits were France, Denmark, Holland, Belgium and Switzerland.

■ It was open house on Front Street one day last month, when Leon Israel & Bros., Inc., invited the trade to stop in for cocktails at their new building at number 101

The building has been extensively modernized. Among the changes were the opening up of connections between Leon Israel's other building, which adjoins, and the installation of an elevator.

- At recent meetings of the board of directors of the New York City Green Coffee Association, the following firms were elected to membership in the organization: International Freighting Corp., Inc.; Belgameric, Inc.; and Cargill &
- In New York City for a visit of several weeks were Jesus Arango and

Alberto Torres, of the prominent coffee growing and exporting firm of J. Arango & Cia., Ltda., Medellin, Colombia. Mr. Arango and Mr. Torres, who were here in relation to coffee matters made their headquarters at the offices of their United States representatives, L. E. Toro, Inc.

- ■ And the bowlers go rolling along! (Henry Scheffer should be able to do something with that, in the way of an official song for the Green Coffee Bowling League.) In any event, here's the way the teams stand as of this writing, in games won and lost: Arbuckles-10, 5; Schaefer-7, 8; Argentine-9, 6; Holland House-9, 6; Savarin-9, 6; Aronco-8. 7; Cosmopolitan-8, 7; Ehrhard-8, 7; Hard & Rand-8, 7; Bendiks-7, 8; Force -7, 8; Rivoli-7, 8; Miller-6, 9; Slover -6, 9; Brookhattan-5, 10; A&P, 4, 11.
- ■ The arbitration committee of the New York Green Coffee Association last month announced the list of official arbitrators of the association for the 1951-52

On the committee were C. L. Hudnall, as chairman, C. W. Behrend, F. W. Ehrhard, Jr., A. M. Kaiser, Fred Kohn, E. P. McCauley and G. H. Scheidemann.

- ■ Bill Jones, formerly with Brazilian Warrant in New York City, has joined Hoffman & Hamilton.
- ■ That famous Dun & Bradstreet print carrying the title, "You can't do business from an empty wagon!," along with the brief but pointed essay on the subject by Dun & Bradstreet's vice president, William T. Van Atten, was reprinted and circulated in the coffee trade last month by J. Aron & Co., Inc.

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# San Francisco Samplings

#### By MARK M. HALL

■■ Just before the green coffee men left for the NCA convention, they took a little time to express themselves on the market. There was not too much complaint about dullness. Some business was evident but it was spotty. Buying for replacement by the roaster was the order of the day. They were reducing the outlay of money needed to conduct their business. There were a number of factors tending toward the stabilization of prices, at least for the immediate future, and within the range of two or three cents.

Spots were pretty well cleaned up. There was no incentive to buy them. The risk was greater than usual. Threatened dock trouble had prompted roasters to earlier buying of spots. There was considerable inquiry for good mild coffee, afloat or spot. Some importers, who foresaw the present strength in prices, bought ahead to have stocks on hand, but this is not considered sizable.

The situation, as it existed at the time, was further explained. Centrals were held too high. There was not enough spread between f.o.b. and exdock prices. Colombian prices had

sagged and could be bought ex-dock, November shipment, for less than comparable Guatemalans for January and February shipment. There was no incentive to buy. It was the usual period to buy Centrals for January and February shipment, but roasters were holding off. They expected that when the pressure of the full crop was ready for market they might be able to buy at more favorable terms. It was reported that El Salvador had a good stock of coffee.

At these prices there was a certain risk in buying for anything but immediate needs. Present levels were considered close to the top of the market, but measures were taken by Brazil and Colombia to keep them up. Brazil was controlling prices without buying. This was done by regulating the shipment of coffee to ports. While there was some question as to the size of the Brazilian crop, it was definitely not large. With supply and demand at about in balance, crop news and economic factors would rule the market—or make it easy for governmental means to do so.

■ Robert R. (Bob) Richardson, one of the promising young men in the local coffee trade, died last month after a short illness in a San Francisco hos-

pital. Stricken with polio, he had been in excellent health up to a few days before his death. He left a wife, June W., two small boys, Eric and Gregory, and a newly born baby, Lorrie.

Bob Richardson had attended college in the east and was a naval flier during World War II, active in the Pacific area. After the war he became a memher of the reserve.

At the time of his death, he was with Ruffner, McDowell & Burch, Inc. At one time he was connected with the Joseph G. Hopper, Jr., Co.

Bob had a personality which endeared him to all members of the trade, but he was particularly popular among the younger men. He was active in the San Francisco Golf Club and never missed a PCCA convention. His death came as a shock to all who knew him, and is deeply felt by the trade.

■ Harvey E. Teller, retired as head of the H. E. Teller Co., of San Francisco caught the second largest Blue Finn Tuna on record off the coast of Maine. His fish weighed 932 pounds—yet was caught with rod and reel! The largest tuna ever caught there weighed 977 pounds. These records are for sportsmen, of course, not commercial fishermen.

As if that was not enough, this retired coffee man went to Newfoundland and shot a 600-pound moose. Mr. Teller, in addition to his coffee business, was for many years general

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149 California Street San Francisco II, Calif. Cable Address: "ZIELCO" manager of the Park Recreation Commission, retiring only last July. His business is now being ably run by his son, Malcolm F. Teller.

- WSTA met for its regular monthly luncheon at the Leopard Cafe. Because of the absence of Miller M. Riddle, president, the meeting was chaired by Ed Spillane. Without any noticeable protest, the members were served coffee—with the exception of Ed Spillane, who was acclaimed a hero because he ordered tea. There to maintain his contact with tea men was David S. Roberts, formerly western manager for Lipton's. Dave said that he is busier than ever now, working in his garden and enjoying his hobbies.
- ■ Miller M. Riddle, western manager for Thomas J. Lipton, Inc., last month attended a sales meeting of his company at Hoboken, N. J.
- Sid Graham, head of Pacific Coffee Stores, San Diego, was in town last month for a visit.
- Charles L. McCormick, of C. L. McCormick & Co., Chicago coffee brokers, was a visitor in San Francisco. Mr. McCormick is an old timer in the business, having been in Chicago for 30 years. He was connected with C. E. Bickford & Co. at one time.
- Trevor Arkel, of Nabob Foods, Ltd., Vancouver, B. C., visited here last month with his family, on their way to Coronado.
- A luncheon at the Comstock Room of the Palace Hotel was given recently by Moore-McCormack Lines, Inc.. for D. B. Geddes, vice president of the company from New York. A number of coffee men were present.
- was given by Grace Lines at the Peninsula Club last month to the coffee trade. Among those acting as hosts were Bill Lynch, C. G. Eppinger, W. S. Edgar, Harry Marsh, Harry Thompson, Bill Rogers and Fred DeBow. An out-of-town visitor attending the party was J. Lacayo, agent for W. R. Grace & Co. in Nicaragua.
- The San Francisco Chamber of Commerce urged the Federal Maritime Board to approve an operating subsidy for American President Lines in its transPacific passenger service. APL claims it needs a subsidy to compete against foreign competition with its liners President Wilson and President Cleveland. The Maritime Board and APL have already agreed upon operating subsidies for transPacific freight service and round-the-world passenger service.
- Ignatious B. Fagnet, an importer and exporter, has opened offices in San Francisco. He represents the Compania Exportadora C. Por A, of Puerto Plata, Dominican Republic, one of the large coffee growers and exporters of that country. Mr. Fagnet also represents Antonio Fuster & Co., paprika exporters of Spain. Originally from Europe, Mr. Fagnet was for many years consular agent for the old Polish government, stationed in the Canal

Zone. He now represents as correspondent the Spanish press in Panama.

•• M. R. Ahuja, consul general for India in San Francisco, gave a special theater party last month at which the first showing of the movie, "The River" was made. The picture was in color, and according to Mr. Ahuja, it truly captured the spirit of his country. Representing the tea trade at the event was Ed Spillane. Miller Riddle was unable to attend because of a recent

Tom Zimmerlin, manager for Hellyer and Co., Shizuoka, Japan, will arrive in San Francisco on November 26th on the President Wilson. This will be his first visit home in 17 years. He is bringing his 14 year old son with him. His war years were spent in Japan. The company is represented on the Pacific Coast by the G. S. Haly Co., and Ed Spillane will have the opportunity of re-acquainting Tom with his native country.

illness.

- Charles Montague, of M. J. B. is in the Northwest calling on the trade with his company's salesmen. If anyone could tell the salesmen how good Tree Tea is, it is Charles, for he buys what goes into the package.
- Bud Dominguez, for several years connected with Weldon H. Emigh Co., is now with J. A. Folger & Co. He is in the buying department, where he will be under the direction of such men as Bill Seely and James DeArmond. He seems to be happy about the new connection. Bud is a native son and a graduate from San Mateo schools, where he now lives.
- W. Allan Ehrhardt, of the Alexander-Barlart Co., returned last month from his hunting trip to the Yukon country of northern British Columbia. He and his companion, Art Munson, found real wilderness in the region of the Casiar Mountains and Stikine River. Allan bagged grizzly bear, caribou, mountain sheep and mountain goat. There is a story here which we may cover in more detail in a later

### Southern California

#### By ANDREW S. MOSELEY

- ■ Harold E. "Jack" Kunce, San Diego manager for Breakfast Club Coffee, Inc., passed away in San Diego recently from a cerebral hemorhage. Mr. Kunce was a well-known figure in San Diego grocery circles, having owned several markets in the area before becoming associated with Breakfast Club Coffee.
- Folger Coffee recently released to the trade an interesting film, "Coffee— America's Favorite Beverage". The 16mm. sound movie in color, which originally was produced for their personnel training program, takes the viewers on a tour of the coffee-producing countries and illustrates in color the costumes and commerce of our South American neighbors.

- Larry Moore, Folger sales manager in San Francisco, was recently elected 1952 Head-Lite of the Illuminators at the group's meeting at the Grocers' Convention at Coronado. Larry succeeds Paul McKinney, of Los Angeles. Les Irvin, Los Angeles manager of Hill's Bros. Coffee, becomes Right Side-Lite.
- ■ While all agree that the green market again does not justify any decline, some roasters have reduced 1/2 to 3/4 cents per pound in certain quantities. However, all base list prices remain unchanged.
- ■ As a part of their national advertising picture, S&W will continue to carry the Harry Babbitt show three times a week over the Pacific Coast network of CBS, featuring the "Second Cup of Coffee Club".
- Clarence Hennessey, Santos manager for Naumann, Gepp & Co., Ltd., was a recent visitor to Los Angeles.
- The newly formed Los Angeles Coffee Club met for the first time for cocktails and dinner at the Chapman Park Hotel, and an excellent attendance was present. Presided over by Victor Cain, of W. J. Morton, Inc., the head of the table included Jim Knecht, H. O. Knecht & Co.; Donald Dunn, Otis McAllister Coffee Corp.; and Earl Lingle, Lingle Bros. Coffee. Among those present were Lennis White, Warren Emmerling, Lorrie and Dick Moseley, Roy Farmer, Jr.—also "oldsters" Jim Duff, Ed Apffel, Ted Lingle, Al Vogler, Bill Morton, Bill Waldschmidt, Charles Nonenmacher, Tom Halpin, Ray Bradt and Andrew Moseley.

   As of October ist. Breakfast Club
- Na of October 1st, Breakfast Club Coffee, Inc., took over the Los Angeles operations of the Major Coffee Co., the transaction including all routes, inventories, truck and coffee making equipment.

#### Denver

#### By F. TUPPER SMITH

- ■ Mr. & Mrs. F. Tupper Smith, Jr. (Smith Bros. Brokerage Co.) are the proud parents of a baby boy, born October 20th. Naturally, he has been named F. Tupper Smith, III. Grandaddy Tup is also walking on air.
- ■ Those from Denver attending the national coffee convention at Coronado, Calif., were Mr. & Mrs. Floyd R. Pool and son Dick; Mr. & Mrs. J. Spencer Opie; and F. Tupper Smith.
- Several who attended the national coffee convention stopped in Denver for a few days enroute home, combining business and pleasure. They included Mr. & Mrs. J. S. Levy (J. Aron & Co., New Orleans); Mr. & Mrs. Fred S. Hinkle (Benj. C. Betner Co., Devon, Perm.); and Mr. & Mrs. G. H. Scheidemann (Balzac Bros. & Co., New York City).

Some of the smartest, most attractive four-page folders on coffee we've seen yet are the ones put out by Usego, the Swiss purchasing association. In art-work, layout, simplicity and general freshness of appearance, they set very high standards. Their booklets on tea are equally good.

# New Orleans Notes

#### By W. McKENNON

■ The New Orleans Board of Trade, Ltd., has appointed Richard H. McCrocklin assistant secretary and assistant treasurer of their organization. Mr. McCrocklin, a native of New Orleans, graduated from the College of Commerce and Business Administration of Tulane University and is a veteran of World War II and the Korean campaign.

His duties will include aiding in the expansion of Board of Trade services and the membership program and activities. Mr. McCrocklin succeeds McVey Ward, who was recently appointed assistant secretary of the New Orleans Steamship Association.

- ■ Tom Prettyman, of Paxton and Gallager, Omaha, with Ferd Dahlen of St. Louis, recently passed through New Orleans en route to Central America.
- ■ Sam Israel, of Leon Israel & Bros., Inc., recently returned from Brazil via New York.
- . R. M. Nash, of Nash and O'Brien, is back at the New Orleans office after an extended stay in Brazil.
- Russell Atha, Jr., of J. A. Folger
   Co., with Mrs. Atha, recently stopped briefly in New Orleans en route from the midwest to some of the producing countries.
- C. E. Schmidt has moved his offices from 304 Board of Trade Annex to 205 Board of Trade Annex, where he has larger quarters.
- Cecil Hudnall, of Standard Brands' New York office, was a recent visitor in New Orleans.

- ■ Mauricio Borgonovo, prominent planter of El Salvador, was a New Orleans visitor preceding the coffee conven-
- ■ Alvin Zander, of Zander and Co., Inc., with Mrs. Zander, has just returned from a trip to Miami, Cuba, Guatemala and El Salvador.
- C. J. Lafaye, of W. D. Roussel and Co., Inc., is back from a business trip through the Southwest.
- W. C. Englisbee, of Ruffner, Mc-Dowell & Burch, Inc., has returned from an extended trip throughout Mexico in the interests of his firm
- Trion T, Harris, who has been associated with the coffee trade here for some time, has joined the New Orleans offices of the Schaefer Klaussmann Co., Inc.
- ■ H. Ashton Lafaye, of Lafaye and Arnaud, is back from a short business trip in the interests of his firm
- ■ A. Bohart, of Stein, Hall & Co., New York City, visited the trade in New Orleans prior to the coffee conven-
- Phil Ricks, recently a St. Louis visitor, has returned to the offices of Adolph C. Ricks and Co.
- Laerte Rosato, of Rosato, S. A., with Mrs. Rosato, flew from their home in Santos to New York and plan to visit Felix Vaccaro here after the convention.
- A recent visitor in the coffee trade here was Gus Schmidt, of James H. Forbes & Co., St. Louis.
- ■ Joseph Frimel, of St. Louis, was a recent visitor here and called at the offices of Felix Vaccaro.

- Ralph B. Schwartz is back at the Schaefer Klaussman Co., Inc., offices here after leaving New York for Rio aboard the El Presidente flight in September. After conducting business and visiting in Santos and Rio, Mr. Schwartz returned via New York.
- ■ Aristides Frietas, of Lima Nogueira Co., with Mrs. Freitas, were recent visitors in New Orleans in the company of Juan E. Gudoy, vice president of R. Grace and Co., New York.
- Fowler and McVitie, Inc., ship agents and operators, recently opened at 421 International Trade Mart here. The company's home office is in Galveston, Texas, and their local representative is Raymond R. George.
- On October 1st, 1951, the firm of Hanemann and Cummings succeeded to the activities of the Brazilian Warrant Co., Inc., New Orleans, as reported in this corner last month. Located in the heart of the coffee trade section, the same quarters at 223 Magazine Street which housed the former company now accommodate the new firm.

Albert H. Hanemann and John I. Cummings, Jr., founders of the new firm have been president and treasurer respectively of the Brazilian Warrant Company, Inc., The feeling that a great tradition in coffee is being carried on by the new organization is apparent.

It is characteristic that the new firm will continue serving the same associates in a capacity that grows and improves with the changing times. There is a long, shining tradition in the changes that have come to Brazilian Warrant, and Hanemann and Cummings are well-equipped to add their substantial share.

Years ago, it was assumed that Mr. Hanemann would follow in the footsteps

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of his father, a prominent New Orleans physician, but the coffee business drew his attention and his life has been engrossed in its betterment. He entered the coffee business in 1921, joining the Brazilian Warrant Co., Inc., here, with which firm he remained until the organization of the new company.

John J. Cummings, Jr., was born in New Orleans and joined the firm of Zander and Co. in 1928. He served as secretary to Zander and Co. until he joined Brazilian Warrant in 1940. He attended Loyola University, and is a certified public accountant. He is now a vice president of the Green Coffee Association of New Orleans.

The new firm, carrying on the business established by the Brazilian Warrant Co, Inc. has already made new friends, and it is with pride that the New Orleans trade points to yet another forward step in the progressive enterprise at 223 Maga-

zine Street.

#### Chicago

#### By JOE ESLER

- Roberto Aguilar, Charles Lindsay, Ellen Saltonstall, of the Pan American Coffee Bureau, were at the food editors convention at the Drake Hotel. The Bureau was host to 150 food editors and writers and their guests at an elaborate dinner at the Drake Hotel. All the lady editors received coffee beanies as souvenirs.
- ■ Gaylord Container Corp. was represented at the Paper Merchants convention at the Stevens Hotel. Dean P. Stout, M. Leslie Wuescher, Jr., and Leslie Gould, sales manager, were on hand to meet the trade.
- R. Van Natta, Reid Murdoch vice president in charge of sales, spent his fall vacation on the west coast. Mat Smith, formerly in charge of the Reid Murdoch coffee department is now on special sales work. Henry Connix, tea department manager, is now handling the coffee sales as well.
- Mr. Kenneth Arnold of Stein, Hall & Co. has joined the Chicago Coffee Club. Arthur McMillan, Kroger stores coffee buyer, was a business visitor at
- Ruffner, McDowell & Burch, Inc. recently.

   Phil Nelson, from the New York offices of Ruffer, spent a couple of weeks at the San Francisco offices returning by

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WALTER R. HANSEN P.O. Bex 91, Elgin, Illinois the way of Chicago to visit John Blackburn and his staff.

- George McLaughlin, Manor House coffee executive, was in New York on business.
- National Tea Co. held their annual 25 year club meeting at the Gold Coast room of the Drake Hotel, 120 members attended.
- ■ W. F. McLaughlin & Co. is trying out a two pound can sales of Manor House coffee in the Milwaukee territory, allowing a 15 cent rebate on each purchase.
- ■ Pleezing, Inc. held a three day sales meeting at the Congress Hotel. Coffee sales were under discussion with the Dannemiller Coffee Co. suppliers of their four brands, Pleezing, Realm, Sword and Belle Cup. Premium coupons are included in each consumer package and dealer coupons are packed in each case, taken by retailers.

#### Vancouver |

#### By R. J. FRITH

- ■ Joe Diamond, of the National Spice Mills Co., Ltd., is as fond of a good horse as anyone can be, especially when it is down front and delivers. Mr. Diamond has added reason to appreciate equine attainments, this month .. because a bit of a "pool" in which he participated came up winners on what is called, in Vancouver, "the daily double." It worked out to the extent of \$3,400 for the expert on spices and his pals. J. D. stays in spices, though.
- S. S. Jaaj came on to Vancouver this month from New Delhi, India where his Universal Traders, Ltd., does a world-wide business on fine teas. Mr. Jaaj was completing a round-the-world trip by the Vancouver-Hong Kong air route but business called him East. He will meet friends in the trade in New York before flying back to India by way of England.
- ■ Arthur Irish, Trevor Arkell and H. W. T. Sherwood are all back at their desks in Vancouver after attending the enjoyable and helpful annual meeting held at Chateau Frontenac, Quebec, by the Tea and Coffee Association of Canada. Before he returned, Mr. Arkell took in the annual convention of the Tea Association of the U. S. A. The three tea and coffee men said of the Chateau Frontenac meeting that it was one of the best.
- W. P. Riley, of Winnipeg, president and gen ral manager of Western Grocers, Ltd., spent a few days in Vancouver with executives of the W. H. Malkin Company, Ltd., one of Western Grocers' subsidiaries. Mr. Riley was accompanied by Dick Riley and George Giffen, who heads the Shop Easy Chain in Winnipeg, another of the company's organizations.
- Z. K. Estey, of the Dickson Importing Co., Ltd., has just returned from a business visit to friends in Canada's
- W. G. Jeffery, who runs things in British Columb'a for The Tea Bureau, left his Vancouver offices for a business

conference with Tea Bureau's executives. Later, he went on to New York. But he returned to Vancouver in good time to arrange the annual "Tea Meet". The program features information on new developments in the tea trade, crop reports, and more especially the sales and advertising plan that will be used to develop tea business in both the United States and Canada.

■ In Vancouver everyone is talking about the visit of Princess Elizabeth and her Royal Consort, the Duke of Edinburgh and, naturally, the discussion sometimes gets around to the kind of tea favored by the Princess. It seems that Her Royal Highness has her own special blend, which was made up for her by some of London's Mincing Lane tea experts, but this blend is a secret!

Except that a reasonable quantity of this private blend will be brought along by the Princess' entourage, no one seems to know what teas go into it. The English Royal Family always had special blends of teas made up for them. It was said the custom began in the time of Queen Victoria. Princess Elizabeth has, besides her favorite blend, her favorite teapoy and teapot.

#### Here, there

Coffee copywriters who think they turn out shining words should take a look at some of the stuff dashed off by their predecessors of three centuries ago.

"Your America Day by Day in Pictures," a newspaper feature released by King Features Syndicate, Inc. recently took a look at coffee houses and came up with this coffee ad, said to be the first read in the American colonies."

"In Bartholomew Lane, the drink called Coffee, which is a very wholesome and Physical drink, having many excellent virtues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, maketh the heart lightsome, is good against Eye-sores. Coughs, or Colds, Rhumes, Consumptions, Head-ache, Dropsie, Gout, Scurvy, Kings Evil and many others."

The ad appeared 294 years ago in the Public Adviser, an English newspaper. News that the Antwerp port authorities have approached Brazilian coffee interests with a view to establishing a Coffee Exchange at the Belgian port has caused concern at Le Havre.



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For Sale—2 Burns 500 lb. Jubilee Coffee Roasters and coolers. Also, 1 Burns 5 Bag Peanut Roaster with cooler, blancher, picking belt, and 2 peanut butter mills, in good condition, Kansas City. Address box No. 500 care of Coffee and Tea Industries.

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Live wire company wishes to employ live wire coffee salesman. If you have ability to sell in large quantities a good proposition will be offered. Excellent production facilities pius capital will be behind you. Interested only in Penna, West N. Y. Ohio, Indiana, Kentucky, Tennessee, Maryland, Virginia, and West Virginia. All replies confidential, Addless Box 684 care of Coffee and Tea Industries.

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